Agency income surges 15.3%

(Continued from Page 2)

pers, local radio and other miscellaneous advertising. There are some 3,000 ad agencies in the U.S.

Thus, of the $59.8 billion in advertising bought by an agent of some kind, the Ad Age 500 accounted for 70%. The rest can be largely credited to big in-house media buying units, independent media buyers and agencies not big enough to make the 500.

A 10-year tracking of the 500, drawn from the Agency Income Reports in each of the past 10 years, demonstrates a slow but steady concentration of the U.S. agency business.

U.S. billings among the top 25 agencies as ranked in 1985 have gone from 55.7% of total billings of the 500 in 1976 to 62.2% in 1985. Buying continues at a fevered pace in 1986, and informal merger discussions between ad industry giants are taking place. While there is little indication this trend toward concentration will abate the 1985 figures show a slight resistance among the midsized to smaller agencies for domination by the 25.

In 1985, the 62.2% share for the 25 was actually down from the 10-year high of 64.2% in 1984. These percentages folded into the buying power of the top 100 agencies also wash out to 79.5% of the 500 in U.S. billings, down from 83.6% in 1984. The dip indicates growth is shifting to the mass of midsized shops from $20 million to $60 million, many of which are in the emerging regional markets of the South and West.

Overlaying the annual increase in billings the past 10 years with the cost of prime time tv for the same period indicates how tied the agency business is to that medium. This is hardly a revelation. The chart on Page 107 illustrates how annual increases in tv unit prices have been a major component in increased billings over the past 10 years, and how that relationship has propelled industry growth well beyond the annual gross national product.

10-year averages

A 10-year review of the top 25 agencies of 1985 demonstrates the surge of Saatchi & Saatchi Compton Worldwide both domestically and outside the U.S. The 10-year retrospective of Saatchi begins in the U.S. under the name of Compton Inc. before its merger with the London Saatchi agency in 1982. Saatchi gross income has risen from $59 million in 1976 to $393.5 million in 1986 as billings increased from $393.5 million to $3.03 billion.

Such growth placed Saatchi at the head of the 25 in average annual worldwide and U.S. gross income growth with 26.2% and 29.9%, respectively. In average annual dollar volume growth, Saatchi led the charts in non-U.S. gross income and billings with $25.7 million and $170.1 million, respectively.

Not far behind Saatchi in average annual per cent change in worldwide gross income and billings was Backer & Spielvogel, with 25.8% for both. Scali, McCabe, Sloves was third in both categories with 23.9% and 24%, respectively. Scali had the biggest positive growth in gross income of 12.7% for a year-to-year period during the span of the decade. HCM suffered the biggest loss in a single year in gross income of 27.5%, which came in 1983 when Y&R sold the agency side of Marsteller to Eurocom while keeping the pr unit.

The 10-year review of average annual per cent change in U.S. gross income and billings reads much the same as those worldwide categories, except Bates moved ahead of Backer on the gross income chart with 26.0%, still distant to Saatchi's 29.9%. Bates ranked consistently high in most growth charts, helped along by active acquisition activity. Its purchase of William Esty in 1982, added to a strong performance that year at Bates, put the agency a notch behind Saatchi in the largest single-year growth in gross income of 80.8% to 80.9% for Saatchi.

The Ogilvy Group, which ranked fourth among the 25 agencies in average annual per cent change in U.S. gross income, had the largest minimum growth year with 12.3%.

The most volatile area of the agency business was in non-U.S. income and billings. Only the Ogilvy Group escaped the 10-year period without a drop in its overseas contribution in both billings and gross income for any year-to-year period. BJK&E was the lone agency to wind up with a negative growth rate in non-U.S. gross income and billings, turning in a negative for both annual per cent and annual volume change.

Scali, McCabe, Sloves led the 25 in average annual per cent change in non-U.S. gross income and billings with 73.4% and 70.2%, respectively, which was about 30 percentage points ahead of the runners-up in both categories. Scali's strength for the most part is a factor of smaller billings that helped produce maximum growth ranges to propel the 10-year average to the orbital sphere. Taking volume into account, Scali dropped to 16th among the 25 in non-U.S. average annual dollar volume change in gross income and billings, categories in which Saatchi far outdistanced its runner-up, Y&R. Saatchi averaged an annual volume growth in income of $25.7 million compared with $15.7 million by Y&R, and on the billings side, led with a $170.1 million average compared with Y&R's $104.7 million.

Only five of the 25 agencies had average annual growth rates for non-U.S. gross income above 10%—Saatchi, Y&R, McCann-Erickson, Bates and JWT—while only three had average volume growth in billings over $100 million—Saatchi, Y&R and Ogilvy—and three others registered annual volume rates in the $90 millions—McCann, Bates and JWT.

In average annual volume change in worldwide gross income and billings, Y&R paced the lists with $44 million and $293.6 million, respectively. Following No. 2 Saatchi in those categories were Ogilvy and Bates in that order. An agency needed an average income growth of at least $41.4 million to make the top four.

Ogilvy led in average annual volume change in U.S. gross income with $28.4 million for the 10-year period, nudging out Y&R with $28.3 million. Y&R slipped by Ogilvy on the U.S. billings side, however, with $188.9 million to Ogilvy's $187.1 million.

HCM remained at the bottom in average annual volume change in U.S. income and billings as a result of its carving up by Y&R and Eurocom.#

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Key to profile information

Data in agency profiles was obtained from agencies which received and completed a questionnaire prepared by Advertising Age.

Agencies were asked to provide gross income and total volume, the latter identified as the sum of media billings, billings to the client for materials and services and capitalized fees—a method of equating fees to billings by treating the raw fee as if it were the 15% commission the agency earned by billing an amount 6.67 times the raw fee.

Gross income in the traditional agency structure is the sum of the 15% commission earned from the media billings, the markup (usually 17.65%) for materials and services billed the client, and the raw fee. Where the profile states gross income as an estimate, it was provided by Advertising Age.

This year marked the first attempt to obtain a geographic breakout of agency billings. When agencies did not comply with this request made in the questionnaire, their regional billings were estimated whenever possible.

Also new to the 1985 reporting was a further break out of an agency's U.S. billings into the many forms of direct response advertising.

The questionnaire sought figures for both 1985 and 1984 to obtain a year-to-year reading of this growing media activity.

This year also marked the second year in which agencies provided voluntary verification from an independent accountant for the figures they reported. Those agencies providing a signature were noted in this issue by a check mark within a box in the profile of the agency. About one-third of the agencies signed this statement:

> *The undersigned, acting as*
> *outside accountant for the*
> *agency, confirms that the U.S.*
> *income figure indicated above*
> *for the year 1985 reflects*
> *totals as entered on the books*
> *of the company for the period*
> *reported.*

Several variations of this statement were accepted including a more formal letter authored in 1984 by the New York State Society of CPAs under the direction of Gene F. Gaughan, chairman of the society *(See statement below).*

N.Y. cpa statement accepted

To agency board of directors:

We *(the accounting firm)* have applied certain agreed-upon procedures, as discussed below, to the accounting records of *(give name of agency)* for the year ended Dec. 31, 1985, solely to assist you in preparing your report to appear in the "1985 Agency Income Report" to be published by Advertising Age on March 27.

It is understood that our report on your accounting records is solely for your information and is not to be referred to or distributed for any purpose to anyone who is not a member of management of your agency without our consent. You may attach a copy of this letter to your agency's report to Advertising Age.

Our procedure was to confirm total 1985 "U.S. Income" of *(the amount is given)* shown on Line 1 of the agency income questionnaire agreed with the balances in general ledgers or other financial records maintained by your agency and its U.S. affiliates.

Because the above procedure does not constitute an examination made in accordance with generally accepted auditing standards, we do not express an opinion on any of the accounts or items referred to above.

In connection with the procedure referred to above, no matters came to our attention that caused us to believe that "U.S. Income" should be adjusted. Had we performed additional procedures or had we completed or made an examination of the financial statements in accordance with generally accepted auditing standards, matters might have come to our attention that would have been reported to you.

This report relates only to the accounts and items specified here and does not extend to any financial statements of your agency taken as a whole.

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Top 100 agencies by gross income

Rank		Agency	Headquarters	World gross income		U.S. gross income		World billings		U.S. billings		Capitalized fees		Employees	
1985	1984			1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	World	U.S.
1	1	Young & Rubicam	New York	$536.0	$480.1	$340.6	$323.1	$3,575.3	$3,202.1	$2,272.0	$2,135.1	—	—	9,030	4,611
2	3	Ogilvy Group	New York	481.1	421.0	307.2	270.5	3,318.7	2,887.9	2,048.9	1,804.3	—	—	8,759	3,841
3	2	Ted Bates Worldwide	New York	466.0	424.4	287.5	263.2	3,106.9	2,829.2	1,916.5	1,754.7	$328.0	$237.7	5,596	2,684
4	4	J. Walter Thompson Co.	New York	450.9	414.4	251.2	216.9	3,009.2	2,765.3	1,675.5	1,446.7	—	—	9,101	3,444
5	6	Saatchi & Saatchi Compton Worldwide	New York	440.9	337.5	169.7	157.4	3,033.1	2,301.7	1,233.4	1,093.3	—	—	—	—
6	5	BBDO International	New York	377.0	340.0	274.0	235.0	2,516.0	2,275.0	1,828.0	1,581.0	300.0	242.0	4,343	3,229
7	7	McCann-Erickson Worldwide	New York	345.2	292.2	125.0	118.5	2,302.8	1,949.3	833.9	790.5	—	—	6,943	5,374
8	—	D'Arcy Masius Benton & Bowles	New York	319.5	335.4	197.5	217.9	2,181.3	2,314.4	1,333.1	1,480.1	—	—	6,044	2,774
9	8	Foote, Cone & Belding Communications	Chicago	284.2	268.5	213.7	196.9	1,901.0	1,802.3	1,431.0	1,324.4	—	—	5,833	2,968
10	9	Leo Burnett Co.	Chicago	269.4	253.5	179.7	163.2	1,868.5	1,734.8	1,269.9	1,132.9	47.6	42.0	3,997	1,657
11	10	Grey Advertising	New York	259.3	224.2	183.2	155.1	1,729.5	1,495.2	1,221.9	1,034.6	192.1	127.4	4,614	2,234
12	11	Doyle Dane Bernbach Group	New York	231.8	213.4	168.6	154.0	1,669.3	1,478.3	1,211.3	1,085.1	180.8	146.9	3,456	2,125
13	13	SSC&B:Lintas Worldwide	New York	190.9	165.5	67.4	62.2	1,300.5	1,123.6	449.6	414.6	—	—	4,120	731
14	—	Bozell, Jacobs, Kenyon & Eckhardt	New York	173.7	150.6	153.7	133.8	1,220.0	1,047.2	1,100.0	935.2	199.4	181.1	2,600	2,200
15	15	Marschalk Campbell-Ewald Worldwide*	New York	150.1	135.4	127.2	112.1	1,001.3	903.4	848.1	747.9	—	—	1,749	1,386
16	16	Needham Harper Worldwide	New York	127.1	115.9	107.9	97.6	847.3	781.7	719.5	659.4	233.3	206.5	2,422	1,385
17	17	Dancer Fitzgerald Sample	New York	121.5	110.4	118.9	109.2	879.3	758.0	861.9	750.2	—	—	4,258	1,601
18	18	N W Ayer	New York	114.5	104.7	87.7	91.2	826.4	740.9	652.0	652.5	—	—	2,458	1,184
19	19	Wells, Rich, Greene	New York	97.2	96.3	95.1	94.2	648.1	632.0	633.8	618.0	—	—	888	888
20	21	William Esty Advertising Co. ☽	New York	76.5	78.0	76.5	78.0	510.0	520.0	510.0	520.0	—	—	560	560
21	22	HCM ○	New York	75.0	72.2	24.8	30.6	500.3	461.3	165.4	204.0	47.7	59.5	1,430	341
22	23	Ketchum Communications	Pittsburgh	62.9	60.9	56.9	53.1	417.5	406.1	377.5	354.1	104.5	83.6	1,050	864
23	24	Backer & Spielvogel	New York	57.8	59.3	57.8	59.3	385.1	395.7	385.1	395.7	11.2	4.1	625	625
24	26	C&W Group	New York	51.0	53.3	51.0	53.3	339.9	370.0	339.9	370.0	21.2	18.8	560	560
25	28	Scali, McCabe, Sloves ♤	New York	50.2	44.6	36.6	30.8	334.7	307.0	243.9	209.5	—	—	841	428
26	27	Campbell-Mithun ☽	Minneapolis	49.8	45.0	49.8	45.0	331.8	300.3	331.8	300.3	—	—	696	696
27	30	TBWA Advertising	New York	49.6	40.5	13.2	10.9	330.9	270.0	87.9	72.8	—	—	600	97
28	29	HBM/Creamer	New York	47.4	44.4	47.4	44.4	318.0	296.0	318.0	296.0	—	—	716	716
29	31	Ross Roy Inc.	Detroit	46.5	37.8	46.5	37.8	310.0	252.0	310.0	252.0	133.0	99.0	707	632
30	40	Chiat/Day	Los Angeles	44.1	27.8	44.1	27.8	294.3	226.6	294.3	226.6	90.0	42.8	332	332
31	32	DYR Worldwide ○	New York	41.3	36.6	20.8	21.7	286.7	230.1	143.2	136.3	—	—	693	231
32	35	Tracy-Locke ♡	Dallas	40.0	32.2	40.0	32.2	272.3	239.8	272.3	239.8	22.3	15.9	587	587
33	—	Geers Gross Advertising	New York	38.1	37.3	24.0	23.8	257.0	253.6	170.0	168.0	12.0	10.0	280	180
34	33	Della Femina, Travisano & Partners	New York	36.7	33.0	36.7	33.0	245.0	220.0	245.0	220.0	26.0	23.1	381	381
35	37	Wunderman, Ricotta & Kline ○	New York	35.3	29.8	26.3	22.4	235.6	198.7	175.7	149.7	—	—	545	355
36	34	Leber Katz Partners Advertising	New York	33.7	32.4	33.7	32.4	290.6	279.3	290.6	279.3	39.0	36.1	304	304
37	36	Laurence, Charles, Free & Lawson	New York	33.3	32.3	33.3	32.3	235.0	215.0	235.0	215.0	15.0	12.0	279	279
38	44	Hill Holliday Connors Cosmopulos	Boston	32.7	26.3	28.8	22.7	218.1	175.4	192.0	151.5	149.4	93.3	524	395
39	39	Admarketing	Los Angeles	30.5	28.1	30.5	28.1	170.5	160.5	170.5	160.5	1.5	1.5	138	138
40	41	McCaffrey & McCall □	New York	29.7	27.5	29.7	27.5	198.0	183.4	198.0	183.4	—	—	375	375
41	45	Jordan, Case, Taylor & McGrath	New York	29.4	24.2	29.4	24.2	210.0	165.1	210.0	165.1	28.0	25.3	276	276
42	42	Tatham-Laird & Kudner	Chicago	28.2	27.1	28.2	27.1	235.0	226.0	235.0	226.0	70.2	84.2	357	357
43	43	W.B. Doner & Co.	Southfield, Mich.	27.8	26.9	27.8	26.9	185.2	179.0	185.2	179.0	28.7	27.7	427	403
44	38	Lord, Geller, Federico, Einstein	New York	26.8	29.8	26.8	29.8	185.7	207.2	185.7	207.2	20.3	12.7	285	285
45	48	Ally & Gargano	New York	26.6	23.4	26.6	23.4	203.0	182.9	203.0	182.9	14.0	31.1	222	222
46	47	Doremus & Co. ♡	New York	26.5	23.1	26.3	23.1	174.7	152.7	173.2	152.7	47.5	51.7	319	316
47	52	Sudler & Hennessey ○	New York	23.0	20.5	18.2	16.4	153.4	136.7	121.4	109.4	—	—	285	206
48	50	Keller-Crescent Co.	Evansville, Ind.	22.0	22.5	22.0	22.5	117.5	114.0	117.5	114.0	55.7	50.7	585	585
49	49	Bloom Cos.	Dallas	21.7	21.2	21.7	21.2	170.0	142.0	170.0	142.0	—	—	310	310
50	55	MCA Advertising	New York	21.6	17.6	21.6	17.6	170.0	148.7	170.0	148.7	11.3	9.5	110	110
51	51	Dailey & Associates	Los Angeles	21.1	22.2	21.1	22.2	140.9	147.9	140.9	147.9	—	—	261	261
52	54	Rumrill-Hoyt □	New York	21.1	13.2	21.1	13.2	121.6	149.5	121.6	149.5	—	—	256	256
53	53	Warwick Advertising	New York	21.0	20.3	21.0	20.3	140.0	135.0	140.0	135.0	40.0	38.5	202	202
54	64	Ammirati & Puris	New York	19.5	13.5	19.5	13.5	130.0	90.0	130.0	90.0	—	—	167	167
55	57	Medicus Intercon International ☆	New York	19.3	14.8	8.0	6.7	160.3	133.6	65.2	60.2	49.0	42.7	369	100
56	58	Rosenfeld, Sirowitz & Humphrey	New York	18.4	15.6	18.4	15.6	139.0	121.5	139.0	121.5	28.6	28.6	165	165
57	59	Evans Communications	Salt Lake City	18.3	15.6	18.3	15.6	122.0	104.0	122.0	104.0	37.0	29.5	295	295
58	—	Direct Marketing Group	New York	17.6	14.1	17.6	14.1	101.6	82.1	101.6	82.1	—	—	355	350
59	119	Griffin-Bacal	New York	17.6	7.0	17.6	7.0	117.0	46.8	117.0	46.8	—	—	152	152
60	63	Ohlmeyer Advertising	New York	17.0	13.6	17.0	13.6	115.4	91.0	115.4	91.0	—	—	60	60
61	67	Cole & Weber ♤	Seattle	17.0	13.4	15.5	13.4	121.6	96.9	110.5	96.9	38.5	30.4	265	223
62	61	Davis, Johnson, Mogul & Colombatto	Los Angeles	16.9	14.1	16.9	14.1	116.4	101.4	116.4	101.4	9.8	8.9	220	220
63	56	AC & R Advertising ☽	New York	16.3	16.4	15.6	15.9	110.0	98.7	106.4	94.7	0.8	2.5	220	220
64	62	Lewis, Gilman & Kynett ◇	Philadelphia	16.2	16.5	16.2	16.5	108.0	110.2	108.0	110.2	66.5	47.9	285	285
65	65	Geer, DuBois	New York	15.8	13.5	15.8	13.5	105.0	90.0	105.0	90.0	—	—	165	165
66	66	William Douglas McAdams Inc.	New York	15.4	13.5	15.4	13.5	102.3	90.0	102.3	90.0	36.2	29.6	185	185
67	72	Telephone Marketing Programs	New York	15.3	12.3	15.0	12.0	103.3	83.0	99.7	80.0	—	—	582	528
68	60	Nationwide Advertising	Cleveland	15.0	15.0	14.3	14.3	100.0	100.0	100.0	100.0	—	—	293	293
69	74	Earle Palmer Brown Cos.	Bethesda, Md.	14.3	12.1	14.3	12.1	103.6	84.4	103.6	84.4	—	—	265	265
70	73	Waring & LaRosa ♡	New York	13.5	12.3	13.0	11.8	90.0	82.0	86.4	78.8	8.6	7.5	140	140
71	80	Stone & Adler ○	Chicago	13.4	11.1	12.2	9.8	106.7	82.2	96.8	72.7	77.7	61.3	165	145
72	85	Levine, Huntley, Schmidt, & Beaver	New York	13.1	10.6	13.1	10.6	87.4	71.3	87.4	71.3	17.7	11.6	156	156
73	70	Fahlgren & Swink	Parkersburg, W. Va.	12.9	12.5	12.9	12.5	86.1	84.6	86.1	84.6	50.6	47.7	252	252
74	75	Eisaman, Johns & Laws	Los Angeles	12.8	12.1	12.8	12.1	85.1	80.4	85.1	80.4	4.2	4.1	142	142
75	69	Ingalls Associates	Boston	12.7	12.7	12.7	12.7	84.3	85.0	84.3	85.0	25.3	23.0	229	229
76	83	McKinney, Silver & Rockett	Raleigh, N.C.	12.5	10.9	12.5	10.9	83.1	72.3	83.1	72.3	8.0	7.0	126	126
77	71	Sieber & McIntyre	Chicago	12.3	12.5	11.9	11.9	82.3	83.5	79.3	79.2	54.6	51.1	158	147
78	76	Hicks & Greist	New York	12.3	12.0	12.3	12.0	94.0	92.5	94.0	92.5	3.8	4.3	125	125
79	165	Fallon McElligott Rice	Minneapolis	12.0	4.8	12.0	4.8	80.0	32.3	80.0	32.3	40.0	16.3	102	102
80	78	Henderson Advertising	Greenville, S.C.	11.7	11.3	11.7	11.3	78.3	75.4	78.3	75.4	8.0	9.8	136	136
81	84	Kallir, Philips, Ross ⌂	New York	11.6	10.7	11.4	10.6	112.9	103.8	111.8	103.4	76.2	70.7	185	150
82	86	Group 3hree Advertising Corp.	Pompano Beach, Fla.	11.5	10.6	11.5	10.6	38.3	35.3	38.3	35.3	1.2	1.1	36	36
83	90	Meldrum & Fewsmith	Cleveland	11.4	9.9	10.3	9.1	76.3	66.3	69.0	60.5	—	—	157	157
84	79	Kornhauser & Calene	New York	11.2	11.3	11.2	11.3	121.3	120.4	121.3	120.4	3.5	0.8	131	131
85	77	Diener/Hauser/Bates ☽	New York	11.2	11.4	11.2	11.4	112.9	112.4	112.9	112.4	—	—	166	166
86	108	Richards Group	Dallas	10.9	7.8	10.9	7.8	72.3	53.2	72.3	53.2	52.6	40.0	165	165
87	93	Brouillard Communications ♤	New York	10.7	8.9	10.7	8.9	71.3	59.5	71.3	59.5	—	—	110	110
88	89	Avrett, Free & Ginsberg	New York	10.7	10.1	10.7	10.1	89.0	87.0	89.0	87.0	7.7	6.4	51	51
89	96	Tucker Wayne & Co.	Atlanta	10.6	8.6	10.6	8.6	71.6	59.1	71.5	59.1	10.2	7.1	121	121
90	81	Wyse Advertising	Cleveland	10.6	11.1	10.6	11.1	87.4	86.8	87.4	86.8	28.8	26.7	185	185
91	101	Sawdon & Bess Advertising ☽	New York	10.5	8.1	10.5	8.1	70.3	54.6	70.3	54.6	2.7	3.0	83	83
92	112	Towne, Silverstein Rotter	New York	10.5	7.7	10.5	7.7	70.0	51.0	70.0	51.0	—	—	50	50
93	110	Kobs & Brady Advertising	Chicago	10.2	7.7	10.2	7.7	70.3	52.0	70.3	52.0	55.3	44.5	133	133
94	94	Creswell, Munsell, Fultz & Zirbel ○	Cedar Rapids	10.1	8.9	10.1	8.9	67.5	59.3	67.5	59.3	—	—	172	172
95	91	Al Paul Lefton Co.	New York	9.8	9.4	9.6	9.2	65.0	62.4	64.0	61.4	—	—	185	185
96	116	DBG&H Unlimited	Dallas	9.7	7.2	9.7	7.2	64.9	50.5	64.9	50.5	—	—	235	235
97	82	Direct Marketing Agency ▽	Stamford, Conn.	9.6	7.5	9.6	7.5	63.4	49.5	63.4	49.5	59.4	46.0	100	100
98	95	GSD&M	Austin, Tex.	9.5	8.9	9.5	8.9	76.0	61.2	76.0	61.2	26.7	13.1	177	177
99	68	Muir Cornelius Moore	New York	9.5	13.0	9.5	13.0	63.2	86.6	63.2	86.6	—	—	125	125
100	106	Allen & Dorward	San Francisco	9.5	8.0	9.5	8.0	65.9	52.6	65.9	52.6	—	—	150	150

NOTE: Dollars in millions

* Now separate entities Campbell-Ewald and Lowe Marschalk

See Page 18 for footnotes

Second 100 agencies by gross income

1985 Rank	Agency	Headquarters	Gross income 1985	Gross income 1984	Billings 1985	Billings 1984	Capitalized fees 1985	Capitalized fees 1984	Total Employees
101	Venet Advertising	New York	$9,456.0	$8,124.3	$63,040.0	$54,162.0	$16,390.4	$13,865.5	203
102	Beber Silverstein & Partners	Miami	9,400.0	7,800.0	62,000.0	51,200.0	6,000.0	5,000.0	116
103	Eric Mower & Associates	Syracuse, N.Y.	9,308.5	8,042.9	54,372.1	50,167.9	25,481.9	23,175.4	150
104	Richard & Edward's	New York	9,200.0	7,000.0	61,000.0	46,000.0	—	—	27
105	Kenrick Advertising	St. Louis	9,173.0	6,271.0	49,848.0	43,283.0	23,172.0	26,246.0	205
106	Lally, McFarland & Pantello	New York	8,930.2	5,749.8	34,535.6	13,577.4	30,121.3	9,208.1	50
107	Cochrane Chase, Livingston □	Newport Beach, Cal.	8,884.0	6,650.0	69,480.0	51,800.0	—	—	144
108	Harold Cabot & Co.	Boston	8,840.3	9,241.0	62,299.9	60,152.6	10,582.9	8,974.7	107
109	Cramer-Krasselt Co.	Milwaukee	8,742.0	7,659.0	59,130.0	51,240.0	6,846.0	5,708.0	127
110	Lavey/Wolff/Swift ♡	New York	8,540.0	7,843.0	56,962.0	52,300.0	56,962.0	52,300.0	110
111	Valentine-Radford	Kansas City, Mo.	8,519.0	6,954.7	59,659.1	50,657.0	24,360.2	17,314.3	143
112	Rolf Werner Rosenthal ♤	New York	8,415.0	8,400.0	56,000.0	35,900.0	37,850.0	35,500.0	104
113	Deutsch, Shea & Evans ◇	New York	8,327.1	8,146.0	55,514.7	54,334.4	—	—	153
114	Richardson, Myers & Donofrio	Baltimore	8,295.0	7,420.2	53,500.0	49,468.4	7,050.0	5,104.8	115
115	Keye/Donna/Pearlstein	Los Angeles	8,184.2	6,308.3	54,588.6	42,056.8	4,208.2	2,476.4	110
116	Geisz International	Los Angeles	8,100.0	7,650.0	54,000.0	51,000.0	—	—	
117	Carmichael-Lynch Advertising	Minneapolis	8,031.0	7,050.0	53,551.0	47,024.0	27,134.0	20,954.0	130
118	Faller, Klenk & Quinlan	Buffalo	8,027.5	6,147.3	51,456.4	35,437.2	12,435.0	4,700.4	175
119	Colle & McVoy Advertising	Minneapolis	8,003.0	8,092.0	49,020.8	50,170.4	9,202.6	9,606.9	139
120	Albert Frank-Guenther Law ☽	New York	8,000.0	6,155.0	55,000.0	41,040.0	8,000.0	6,990.0	90
121	Calet, Hirsch & Spector	New York	8,000.0	8,000.0	64,000.0	64,000.0	4,000.0	4,000.0	93
122	Miller Advertising	New York	8,000.0	6,000.0	48,700.0	39,200.0	5,000.0	4,700.0	120
123	Lois Pitts Gershon Pon/GGK	New York	7,950.0	6,780.0	63,000.0	54,672.0	8,671.0	10,672.0	78
124	Burrell Advertising	Chicago	7,890.8	6,453.5	52,605.0	43,023.0	33,201.6	32,306.0	118
125	Burton-Campbell	Atlanta	7,864.8	6,916.5	57,343.7	46,975.5	11,718.2	16,791.2	137
126	Mandabach & Simms	Chicago	7,860.0	8,500.0	52,400.0	56,900.0	—	—	136
127	Martin Agency	Richmond, Va.	7,813.7	6,700.0	52,104.5	44,700.0	26,248.5	16,500.0	124
128	Phillips-Ramsey Co.	San Diego, Cal.	7,584.8	5,581.2	50,590.6	37,226.6	25,529.0	21,541.6	122
129	Krupp/Taylor	Los Angeles	7,560.0	6,001.5	50,400.0	40,010.0	2,000.0	600.0	312
130	Lawler Ballard Advertising	Norfolk, Va.	7,503.0	6,368.0	50,045.0	42,474.0	—	—	143
131	Luckie & Forney	Birmingham, Ala.	7,400.0	5,724.0	47,961.2	37,150.0	9,979.9	7,291.9	98
132	Quinn & Johnson/BBDO ♡	Boston	7,396.9	7,172.5	49,312.8	47,817.1	6,020.5	2,829.2	110
133	Keyes Martin	Springfield, N.J.	7,350.0	6,401.5	45,900.0	39,988.5	30,000.0	26,090.0	95
134	Robert A. Becker Inc.	New York	7,000.0	7,379.0	47,100.0	49,751.2	40,000.0	41,901.6	84
135	Calvillo, Shevak & Partners*	New York	6,886.0	10,500.0	52,000.0	70,000.0	8,000.0	NA	75
136	Arnold & Co.	Boston	6,852.2	8,618.1	58,248.0	64,710.4	10,475.1	14,695.8	130
137	North Castle Partners ◇	Greenwich, Conn.	6,850.0	6,059.2	43,602.0	43,509.0	16,852.0	18,009.0	45
138	Altschiller Reitzfeld Solin Associates	New York	6,820.0	5,628.0	57,000.0	47,058.0	9,850.0	8,131.0	64
139	William Cook Advertising	Jacksonville, Fla.	6,814.6	6,607.7	46,206.7	44,073.8	—	—	127
140	Barnum Communications	New York	6,761.0	6,857.0	45,072.0	45,123.0	22,085.0	27,113.0	70
141	Muller Jordan Weiss	New York	6,750.0	6,717.9	44,982.5	43,644.8	7,420.0	7,360.4	107
142	Carrafiello-Diehl & Associates	Irvington, N.Y.	6,690.0	6,600.0	44,600.0	44,000.0	34,360.0	34,050.0	92
143	Weightman Inc. Advertising	Philadelphia	6,650.0	6,188.0	50,825.0	41,255.0	—	—	125
144	Bader Rutter & Associates	Brookfield, Wis.	6,524.5	5,335.9	43,503.9	35,573.2	13,221.8	6,953.0	101
145	Spiro & Associates	Philadelphia	6,470.0	6,301.0	52,516.0	51,270.0	30,186.0	30,094.0	104
146	Ephron, Raboy, Tsao & Kurnit Advertising	New York	6,429.6	4,680.5	42,864.6	31.2	741.0	445.6	59
147	MARCOA Direct Advertising ♡	Chicago	6,372.0	6,195.0	36,100.0	35,100.0	—	—	70
148	Barry Blau & Partners	Fairfield, Conn.	6,365.6	5,655.0	44,450.9	30,840.3	25,624.1	16,119.3	87
149	Ruhr/Paragon	Minneapolis	6,341.0	—	46,977.1	—	21,184.5	—	90
150	Griswold Advertising △	Cleveland	6,329.1	6,098.8	42,194.0	38,600.4	7,299.5	6,004.4	100
151	Long, Haymes & Carr	Winston-Salem	6,311.6	6,159.3	42,600.0	41,500.0	8,875.0	6,800.0	120
152	M.E.D. Communications	Woodbridge, N.J.	6,300.0	5,865.0	54,821.0	50,119.0	42,021.0	39,119.0	93
153	Smith/Greenland	New York	6,190.0	6,050.0	41,020.0	40,099.0	6,736.7	6,269.0	100
154	Martin-Williams	Minneapolis	6,125.0	5,266.0	54,666.0	45,103.0	30,755.0	24,312.0	84
155	Epsilon Data Management	Burlington, Mass.	5,930.0	5,620.0	35,772.0	33,910.0	14,544.0	13,787.0	730
156	David Deutsch Associates	New York	5,848.6	5,002.3	38,992.0	33,350.0	2,803.0	2,397.0	61
157	Slater Hanft Martin	New York	5,847.0	5,414.0	38,981.0	36,093.3	2,744.5	2,848.6	56
158	Bernstein-Rein Advertising	Kansas City, Mo.	5,625.0	5,102.0	52,911.0	46,325.0	2,927.0	3,048.0	112
159	Elkman Advertising	Bala Cynwyd, Pa.	5,553.0	4,565.0	45,174.0	37,857.5	14,674.0	11,672.5	110
160	Sacks & Rosen Advertising	New York	5,470.0	4,942.0	31,000.0	28,000.0	—	—	48
161	Bentley, Barnes & Lynn	Chicago	5,449.3	5,097.2	36,329.2	33,981.9	2,420.9	2,395.0	104
162	Goodwin, Dannenbaum, Littman & Wingfield	Houston	5,400.0	5,625.0	38,000.0	36,000.0	12,730.0	10,500.0	70
163	Vicom Associates	San Francisco	5,350.0	5,370.9	50,326.7	50,248.3	35,684.5	35,824.2	60
164	Thomas G. Ferguson Associates	Parsippany, N.J.	5,345.0	4,492.0	44,780.4	34,958.3	34,937.4	27,316.3	68
165	Gray Strayton Intl.	Waltham, Mass.	5,334.0	4,377.0	39,140.0	29,010.0	33,020.0	23,910.0	70
166	Lorsch Group	Los Angeles	5,300.0	6,300.0	34,400.0	39,000.0	—	—	26
167	Noble & Associates	Springfield, Mo.	5,246.4	3,652.7	36,400.7	25,604.1	18,754.2	13,360.0	115
168	Dugan/Farley Communications Associates	Upper Saddle River, N.J.	5,238.2	4,568.6	34,291.9	29,854.1	25,756.5	22,203.9	40
169	Edwin Bird Wilson	New York	5,231.8	4,820.0	40,138.7	35,273.5	13,722.2	8,934.5	80
170	Grant/Jacoby	Chicago	5,200.0	4,400.0	50,200.0	45,556.0	27,787.0	18,676.0	90
171	Lord, Sullivan & Yoder	Marion, O.	5,107.2	5,070.4	36,476.4	36,105.1	19,358.4	18,255.8	103
172	Austin Kelley Advertising	Atlanta	5,100.0	3,600.0	34,000.0	24,000.0	—	—	76
173	W.R. Biggs/Gilmore Associates	Kalamazoo, Mich.	5,055.0	4,410.0	41,147.0	40,276.0	28,157.0	27,554.0	106
174	Frankenberry Laughlin & Constable	Milwaukee	5,025.0	4,350.0	33,500.0	29,000.0	—	—	60
175	Malone Advertising	Akron, O.	5,000.0	4,200.0	33,350.0	28,014.0	—	—	110
176	Batz Hodgson Neuwoehner	St. Louis	4,985.1	4,693.7	34,377.6	32,602.2	14,279.7	12,584.3	110
177	Frank J. Corbett ♡	Chicago	4,957.0	4,200.0	66,063.1	28,014.0	33,063.1	28,014.0	55
178	Barkley & Evergreen of Kansas City	Shawnee Mission, Kan.	4,800.0	4,350.0	32,000.0	29,000.0	—	—	64
179	Miller-Reid	Chattanooga, Tenn.	4,800.0	3,900.0	32,000.0	26,000.0	—	—	67
180	Yellow Pages Marketing Services	Mequon, Wis.	4,767.0	3,752.0	31,211.0	25,025.0	—	—	84
181	Doyle Graf Mabley	New York	4,747.3	3,978.4	31,650.0	28,875.9	3,121.3	2,353.1	68
182	Margeotes Fertitta & Weiss	New York	4,712.0	3,465.0	27,488.0	19,467.0	5,449.0	3,427.0	48
183	Smith Burke & Azzam	Baltimore	4,700.0	4,500.0	37,100.0	33,500.0	18,420.0	18,600.0	51
184	Carr Liggett	Cleveland	4,696.7	4,368.5	34,307.1	35,277.7	24,975.2	20,081.7	72
185	Shaller Rubin & Winer	New York	4,630.0	4,570.0	30,400.0	29,900.0	6,200.0	6,000.0	45
186	MARC & Co.	Pittsburgh	4,600.0	4,100.0	30,800.0	27,000.0	9,300.0	11,300.0	80
187	Stern/Monroe Advertising	Dallas	4,600.0	4,243.0	30,700.0	28,300.0	—	—	52
188	VanSant, Dugdale & Co.	Baltimore	4,559.4	4,148.0	30,396.3	27,653.3	3,551.1	3,308.5	65
189	Mintz & Hoke	Avon, Conn.	4,425.0	4,104.3	29,500.0	27,362.5	28,426.0	26,597.5	90
190	Ackerman & McQueen	Oklahoma City	4,404.6	3,850.7	30,382.9	26,449.2	13,120.7	13,109.6	82
191	Hood, Hope & Associates	Tulsa, Okla.	4,397.6	4,376.2	31,013.8	30,250.0	23,523.6	23,031.8	89
192	Eric Ericson & Associates	Nashville, Tenn.	4,372.0	3,496.0	31,179.9	26,159.1	14,425.1	12,224.3	95
193	ClarkeGowardFitts	Boston	4,320.0	—	21,600.0	—	3,177.2	—	60
194	Eisner & Associates	Baltimore	4,314.0	3,795.9	30,097.8	25,229.6	8,397.0	6,973.6	72
195	Dawson, Johns & Black	Chicago	4,303.5	2,850.0	28,700.0	19,000.0	8,450.0	5,000.0	52
196	Caraway Kemp Communications	Jacksonville, Fla.	4,300.0	3,150.0	28,600.0	21,000.0	—	—	71
197	Jordan/Tamraz/Caruso Advertising	Chicago	4,300.0	3,780.0	28,680.0	25,200.0	2,600.0	2,640.0	66
198	Louis & Saul Intl.	Santa Monica, Cal.	4,300.0	3,200.0	30,688.0	21,450.0	1,531.0	—	36
199	Jack Levy & Associates	Chicago	4,284.5	3,052.8	28,563.9	20,352.0	10,971.1	8,240.1	66
200	MRI Advertising Agency	Bala Cywnyd, Pa.	4,250.0	3,750.0	28,500.0	25,000.0	10,000.0	8,000.0	70

NOTE: Dollars in thousands

* Formerly Nadler & Larimer

See Page 18 for footnotes

Third 100 agencies by gross income

1985 Rank	Agency	Headquarters	Gross income 1985	Gross income 1984	Billings 1985	Billings 1984	Capitalized fees 1985	Capitalized fees 1984	Total Employees
201	Grizzard Advertising	Atlanta	$4,200.0	$3,600.0	$12,734.3	$10,981.2	—	—	125
202	Leslie Advertising	Greenville, S.C.	4,176.3	4,366.5	28,266.1	29,892.7	$8,122.3	$9,502.8	80
203	Fox & Associates	Cleveland	4,145.0	3,900.0	27,538.0	26,045.6	4,669.0	4,535.6	41
204	Lang, Fisher & Stashower	Cleveland	4,100.0	3,680.0	27,500.0	24,500.0	9,000.0	—	70
205	Levy, King & White Cos.	Buffalo	4,100.0	3,850.0	29,501.0	25,700.0	8,671.0	4,200.0	120
206	Healy-Schutte & Co.	Buffalo	4,065.0	3,432.0	29,120.0	24,093.0	21,024.0	16,441.0	96
207	A&M Associates	Phoenix, Ariz.	4,060.6	3,703.0	29,849.4	26,782.8	180.1	186.8	33
208	MacNamara, Clapp & Klein	New York	4,055.0	2,850.0	27,046.9	19,009.5	27,046.9	19,009.5	27
209	Daniel Glassman Advertising	Fairfield, N.J.	4,049.7	3,966.4	27,133.6	26,575.2	26,908.6	26,355.2	100
210	Stone & Simons Advertising	Southfield, Mich.	4,036.5	2,438.1	24,390.0	16,080.0	4,390.7	3,237.3	54
211	Girvin Conrad & Girvin	Rancho Cordova, Cal.	3,987.0	2,550.0	26,580.0	21,250.0	—	—	43
212	McKinney Inc.	Philadelphia	3,977.0	5,547.7	26,389.0	38,769.0	18,056.0	25,012.0	76
213	Robinson, Yesawich & Pepperdine	Orlando, Fla.	3,944.0	2,754.7	23,304.0	18,372.5	21,115.3	15,011.3	61
214	Doe-Anderson Advertising Agency	Louisville	3,919.0	3,672.9	26,452.9	26,176.1	10,268.8	10,003.2	80
215	McFarland & Drier	Miami, Fla.	3,915.0	3,000.0	26,100.0	20,000.0	—	—	33
216	MSSM	New York	3,900.0	3,300.0	26,000.0	22,000.0	—	—	35
217	Biederman & Co.	New York	3,838.5	2,487.0	29,015.5	17,967.6	4,425.5	1,947.6	40
218	Stern Walters/Earle Ludgen D	Chicago	3,834.9	4,184.1	30,709.1	32,387.6	12,552.8	12,427.7	66
219	Maher/Hartford	Hartford, Conn.	3,800.0	3,400.0	25,000.0	22,600.0	—	—	30
220	Schaefer Advertising	Valley Forge, Pa.	3,800.0	3,300.0	25,350.0	20,300.0	11,640.0	9,850.0	65
221	UniWorld Group	New York	3,767.4	2,739.8	35,542.2	27,082.6	19,952.6	16,073.3	55
222	Dorritie & Lyons	New York	3,760.0	5,000.0	36,750.0	32,500.0	5,950.0	4,600.0	38
223	Stern Advertising	Pepper Pike, O.	3,750.0	3,450.0	25,000.0	23,000.0	—	—	55
224	S.R. Leon Co.	Great Neck, N.Y.	3,720.0	2,770.0	22,780.0	16,796.6	3,530.0	3,101.0	25
225	Trahan, Burdan & Charles	Baltimore	3,717.0	3,035.7	24,780.1	20,238.1	7,277.0	6,210.4	55
226	Tycer Fultz Bellack	Palo Alto, Cal.	3,699.2	5,177.7	31,614.6	44,278.9	24,662.5	31,520.0	45
227	Gray & Rogers	Philadelphia	3,670.0	3,530.0	26,050.0	25,100.0	8,702.0	8,828.0	72
228	Crume & Associates	Dallas	3,600.0	3,600.0	18,000.0	18,000.0	—	—	44
229	Juhl Agency	Elkhart, Ind.	3,600.0	3,300.0	23,570.0	21,534.3	15,760.0	13,667.6	83
230	Benito Advertising	Tampa	3,580.0	3,100.0	24,930.0	20,800.0	5,980.0	3,300.0	74
231	Sherwood & Schneider	New York	3,570.0	3,470.0	23,809.0	23,100.0	—	—	40
232	Don Tennant Co.	Chicago	3,550.0	3,500.0	34,500.0	32,133.0	3,188.0	2,351.0	30
233	McCaffery & Ratner	New York	3,540.0	2,517.0	23,400.0	18,168.0	5,002.5	3,668.0	36
234	DR Group	Boston	3,535.0	3,308.0	31,958.0	27,594.0	23,178.0	21,711.0	60
235	Levenson, Levenson & Hill	Irving, Tex.	3,534.8	—	29,418.6	—	—	—	56
236	Bowes/Hanlon Advertising	Atlanta	3,533.8	2,145.2	23,689.1	14,489.1	12,647.3	8,718.0	60
237	Milici Valenti Smith Park	Honolulu	3,526.6	2,509.7	23,511.9	16,732.5	1,705.0	944.5	73
238	Buntin Advertising	Nashville, Tenn.	3,511.7	2,873.4	23,209.0	18,560.0	—	—	72
239	Price/McNabb Advertising	Asheville, N.C.	3,502.1	2,513.3	19,993.2	15,185.0	—	—	78
240	Gross Townsend Frank	New York	3,500.0	3,000.0	23,300.0	20,000.0	23,300.0	20,000.0	65
241	Davis-Newman-Payne	Knoxville, Tenn.	3,450.0	2,850.0	23,000.0	19,000.0	—	—	42
242	Schey Advertising	Houston	3,450.0	—	23,000.0	—	—	—	38
243	Barnhart & Co.	Denver	3,445.0	2,800.0	22,458.0	17,989.0	14,593.0	11,675.0	50
244	Jayme Organization	Cleveland	3,420.0	2,510.0	27,283.1	19,863.8	22,584.6	16,241.5	75
245	Newmark Posner Mitchell	New York	3,384.0	2,587.0	21,986.9	17,283.4	366.9	133.4	56
246	Marketing Support	Chicago	3,383.2	3,382.4	30,397.9	21,577.9	25,194.3	15,404.9	48
247	Advertising Inc.	Tulsa, Okla.	3,377.0	3,382.0	22,513.0	22,547.0	9,519.9	8,684.0	60
248	Simons Michelson Zieve	Troy, Mich.	3,300.0	2,950.0	18,450.0	16,557.0	4,566.2	3,910.0	50
249	Ted Thomas Associates	Philadelphia	3,300.0	2,550.0	22,000.0	17,000.0	—	—	38
250	Warren/Kremer Advertising	New York	3,285.0	2,465.0	23,985.0	15,900.0	—	—	51
251	Blair/BBDO ▽	Rochester, N.Y.	3,277.3	2,850.8	21,849.0	19,005.3	11,678.3	9,362.1	47
252	Berk & Co.	Boston	3,200.0	4,500.0	23,800.0	33,750.0	—	—	35
253	Haddon Advertising	Chicago	3,200.0	2,965.0	27,077.0	24,015.0	20,677.0	16,715.0	50
254	Broyles, Allebaugh & Davis	Englewood, Colo.	3,182.0	2,757.2	21,218.7	18,191.5	9,272.1	10,852.3	43
255	S.J. Weinstein Associates	New York	3,140.0	2,437.0	15,029.0	10,280.8	12,673.0	8,250.8	27
256	Stolz Advertising Co.	St. Louis, Mo.	3,121.1	2,786.6	19,471.5	16,303.7	2,537.6	3,010.8	59
257	Frank C. Nahser Inc.	Chicago	3,117.9	3,176.6	20,492.4	20,811.5	8,437.7	8,866.5	41
258	Karsh & Hagan	Denver	3,108.7	2,463.0	20,729.9	16,423.8	10,984.3	8,165.6	50
259	Livingston & Co.	Seattle	3,100.0	3,000.0	23,000.0	18,500.0	—	—	50
260	Penchina, Selkowitz	New York	3,100.0	2,900.0	23,009.1	20,101.3	2,668.0	2,201.1	22
261	Kerker & Associates	Minneapolis	3,072.3	2,934.5	20,575.2	19,919.5	8,500.8	9,431.5	45
262	Berenter Greenhouse & Webster	New York	3,065.0	1,850.0	25,301.0	15,201.5	3,481.0	481.5	38
263	Franklin Spier Inc.	New York	3,030.0	3,014.0	20,210.0	20,094.0	4,549.0	4,836.0	41
264	Van Brunt & Co. Advertising	New York	3,020.0	2,900.0	27,643.0	26,695.0	7,003.5	5,670.0	38
265	Lawrence Butner Advertising	New York	3,015.8	2,279.9	20,115.0	15,200.0	2,201.1	1,667.5	30
266	Mullen Advertising	Prides Crossing, Mass.	3,015.2	2,250.1	20,101.0	15,000.7	4,800.0	4,120.7	40
267	Cranford Johnson Robinson Associates	Little Rock, Ark.	2,972.8	2,617.9	19,828.9	17,461.7	13,185.0	10,195.6	53
268	Harland & Tine & White	Hartford, Conn.	2,966.4	2,791.8	20,252.4	18,617.8	12,563.1	12,134.4	41
269	Kelly Michener Inc.	Valley Forge, Pa.	2,955.9	2,923.7	24,581.2	24,018.4	14,625.2	15,224.8	55
270	Gilbert, Whitney & Johns	Whippany, N.J.	2,950.0	2,700.0	19,675.0	18,000.0	—	—	42
271	Kresser, Craig/D.I.K.	Los Angeles	2,925.0	—	19,500.0	—	1,600.0	—	55
272	Borders, Perrin & Norrander	Portland, Ore.	2,920.0	2,263.8	19,471.0	16,230.0	7,670.5	6,870.0	63
273	J. Richard Smith Ltd.	Old Bethpage, N.Y.	2,900.0	2,150.0	19,200.0	14,196.0	5,789.6	5,396.0	29
274	Cosmopulos, Crowley & Daly	Boston	2,880.0	2,557.0	19,200.0	16,392.0	6,928.0	9,184.0	40
275	Busse & Cummins	San Francisco	2,862.0	2,221.0	19,328.0	15,000.0	1,756.0	1,363.0	28
276	Marcus Advertising	Cleveland	2,857.1	2,358.8	20,020.0	15,726.7	4,648.3	2,694.4	40
277	Leonard Monahan Saabye	Providence, R.I.	2,850.0	2,770.6	19,000.0	18,480.0	11,972.0	11,990.7	48
278	Warner, Bicking & Fenwick	New York	2,845.9	2,346.0	18,640.0	15,517.2	10,828.1	9,444.7	26
279	Korey, Kay & Partners	New York	2,800.0	1,725.0	18,500.0	11,500.0	—	—	30
280	Firestone & Associates	New York	2,785.3	2,652.6	18,545.4	17,662.5	5,830.9	5,553.4	28
281	Hammond Farrell	New York	2,760.0	2,697.0	18,400.0	17,980.0	14,589.0	14,331.1	26
282	Starmark	Chicago	2,750.3	1,818.8	16,407.6	10,914.0	9,600.1	6,403.2	30
283	Yaffe & Co.	Southfield, Mich.	2,748.5	1,502.6	16,511.1	10,002.8	4,645.0	3,523.6	38
284	Gregory & Thomas	Cleveland	2,729.7	2,735.5	20,160.6	19.6	11,449.2	12,261.7	57
285	Levy, Flaxman & Associates	New York	2,722.1	1,847.2	18,147.8	12,316.8	4,704.4	4,248.1	30
286	Jarman, Spitzer & Felix	New York	2,719.4	2,359.8	16,610.0	14,454.8	3,353.5	2,941.5	50
287	Gordon Bailey & Associates	Stone Mountain, Ga.	2,716.1	1,995.2	17,871.6	1,330.2	16,406.7	11,733.1	36
288	Siddall, Matus & Coughter	Richmond, Va.	2,710.6	1,821.3	15,221.3	13,849.5	3,438.2	5,368.6	43
289	Stone, August & Co.	Birmingham, Mich.	2,710.0	1,841.0	17,800.1	14,930.8	6,709.4	6,023.3	40
290	Homer & Durham Advertising	New York	2,708.0	2,580.7	20,376.4	18,710.5	12,854.0	11,076.1	40
291	Witherspoon & Associates	Fort Worth, Tex.	2,701.2	1,953.0	15,632.8	11,102.8	9,703.3	6,891.5	49
292	Alexander Marketing Services	Grand Rapids, Mich.	2,700.2	2,315.4	18,010.3	15,443.7	18,010.3	15,433.7	43
293	Kolesar & Hartwell	Minneapolis	2,681.0	2,371.8	17,789.3	15,818.0	15,250.0	12,462.2	45
294	Lauerer Markin Gibbs	Maumee, O.	2,669.9	2,309.3	16,760.1	15,146.2	13,181.7	11,904.2	73
295	Kert Advertising	Ft. Lauderdale, Fla.	2,641.0	2,068.0	18,200.0	16,225.3	290.1	200.1	46
296	Gillespie Advertising	Princeton, N.J.	2,627.0	2,272.0	17,515.0	15,116.0	—	—	41
297	More Direct	Minneapolis	2,620.0	2,400.0	17,500.0	16,000.0	—	—	40
298	Sefton Associates	Grand Rapids, Mich.	2,600.0	2,400.0	17,540.0	16,206.0	1,340.0	12,006.0	41
299	AMS Advertising	New York	2,597.3	2,885.8	14,282.3	15,770.8	271.0	310.5	18
300	Ehrig & Associates	Seattle	2,550.6	2,099.9	17,004.2	14,108.1	5,832.9	4,718.6	40

NOTE: Dollars in thousands
See Page 16 for footnotes

Fourth 100 agencies by gross income

1985 Rank	Agency	Headquarters	Gross income 1985	Gross income 1984	Billings 1985	Billings 1984	Capitalized fees 1985	Capitalized fees 1984	Total Employes
301	Point Communications	Dallas	$2,545.0	$2,476.1	$17,567.9	$17,202.8	$9,377.0	$9,221.1	43
302	Cline, Davis & Mann	New York	2,543.6	1,125.0	18,126.1	7,842.6	14,758.1	5,122.6	17
303	McKone & Co.	Fort Worth, Tex.	2,540.0	—	16,934.0	—	—	—	62
304	Paolin & Sweeney	Cherry Hill, N.J.	2,516.0	1,822.4	11,235.8	8,511.6	7,606.4	5,486.7	30
305	Kolon, Bittker & Desmond	Troy, Mich.	2,500.0	2,300.0	17,035.0	15,000.0	335.0	3,000.0	45
306	Posey & Quest	Greenwich, Conn.	2,500.0	2,050.0	21,700.0	16,500.0	14,200.0	11,000.0	30
307	Tromson Monroe Advertising	New York	2,500.0	2,000.0	17,000.0	14,000.0	17,000.0	14,000.0	26
308	Cummings Advertising	Rockford, Ill.	2,469.5	2,233.1	5,669.3	4,712.3	374.1	2,916.5	20
309	DBK&O Inc.	Minneapolis	2,468.0	1,954.0	16,454.0	13,029.0	5,589.0	5,122.0	30
310	Pinne, Garvin, Herbers & Hock	San Francisco	2,459.6	3,420.5	17,715.7	19,026.3	9,294.0	6,987.2	36
311	Reimel Carter Advertising	Philadelphia	2,450.0	2,200.0	16,100.0	14,525.0	5,663.0	4,262.0	38
312	Spencer Bennett Nowak	Seekonk, Mass.	2,450.0	1,557.0	16,543.0	10,441.0	10,625.0	5,890.0	55
313	Huntsinger, Jeffer, VanGroesbeck	Richmond, Va.	2,438.5	1,772.0	15,199.0	11,094.8	5,146.1	4,755.4	75
314	Marquardt & Roche	Stamford, Conn.	2,431.3	2,307.8	17,760.9	16,830.8	13,696.6	12,304.0	45
315	Zechman & Associates	Chicago	2,429.1	1,904.3	16,621.2	6,179.9	—	—	27
316	Winius-Brandon Advertising	Bellaire, Tex.	2,421.4	1,518.9	24,496.9	19,174.8	10,652.3	8,628.1	52
317	Berger Stone & Partners	New York	2,421.0	—	16,140.0	—	—	—	28
318	Baron & Zaretsky Advertising	New York	2,400.0	1,695.0	13,250.0	11,300.0	—	—	23
319	Sullivan Higdon & Sink	Wichita, Kan.	2,398.0	1,923.7	18,992.1	14,747.0	12,814.5	9,628.9	48
320	Group Two Advertising	Philadelphia	2,360.0	2,130.0	15,750.0	14,250.0	—	—	51
321	Fogarty & Klein	Houston	2,351.7	1,434.8	16,158.1	11,499.5	2,444.6	2,403.8	16
322	Stogel Cos.	New York	2,350.0	2,300.0	15,097.4	14,711.2	1,850.0	1,670.0	40
323	Steve Walker & Associates	Ft. Lauderdale, Fla.	2,343.0	2,102.0	15,150.0	13,590.0	5,680.0	5,220.0	34
324	Isidore & Paulson	New York	2,307.5	1,400.0	24,036.5	14,563.1	6,231.2	4,351.1	21
325	Finnegan & Agee	Richmond, Va.	2,302.9	1,789.4	15,502.9	11,929.1	343.4	431.9	45
326	Cole Henderson Drake	Atlanta	2,300.4	1,552.6	14,200.0	10,918.8	833.8	567.0	45
327	Siesel Co.	New York	2,300.0	2,100.0	15,007.1	13,750.6	8,667.1	7,870.6	35
328	Gerber Advertising Agency	Portland, Ore.	2,296.0	2,101.0	15,500.0	14,537.0	2,400.0	2,100.0	42
329	Gumpertz/Bentley/Fried	Los Angeles	2,294.6	2,102.2	18,184.3	16,500.0	4,006.9	3,678.7	32
330	Brady Co.	Menomonee Falls, Wis.	2,279.6	1,918.6	16,724.7	13,453.7	10,071.0	7,769.2	53
331	Arnold/Foster/Sherrill/Carrithers	Dallas	2,277.8	2,606.8	15,185.2	17,379.0	—	—	30
332	Launey, Hachmann & Harris	New York	2,268.0	2,109.0	15,124.0	14,063.0	5,523.0	5,670.0	15
333	Wardrop Murtaugh Temple & Frank	Chicago	2,266.0	1,728.9	13,400.0	12,800.0	1,400.0	1,274.0	20
334	Needham & Grohmann	New York	2,254.0	2,435.7	16,492.9	17,064.0	4,285.8	4,146.4	52
335	Goodby, Berlin & Silverstein	San Francisco	2,250.0	1,050.0	15,000.0	7,000.0	—	—	18
336	Popejoy & Fischel Advertising	Dallas	2,250.0	2,100.0	15,000.0	14,000.0	—	—	40
337	Keroff & Rosenberg Advertising	Chicago	2,245.0	1,559.9	14,973.9	10,404.5	5,897.5	5,202.3	40
338	Potter Hazlehurst	East Greenwich, R.I.	2,235.6	2,053.9	16,503.9	15,599.8	9,391.4	7,994.6	49
339	Fredericks Kullberg Amata Pisacane	New York	2,235.0	1,850.0	15,167.0	12,000.0	667.0	—	18
340	Bauerlein Inc.	New Orleans	2,211.4	2,110.7	14,575.0	14,151.3	6,605.7	6,701.1	37
341	Stephan & Brady	Madison, Wis.	2,161.1	2,114.5	16,628.5	15,471.6	10,861.5	9,808.5	40
342	Pihas, Schmidt, Westerdahl Co.	Portland, Ore.	2,143.6	1,743.3	15,047.8	12,842.2	6,513.5	6,678.5	50
343	Duffy & Shanley	Providence, R.I.	2,124.0	1,716.6	14,233.9	11,449.7	9,604.7	8,218.6	50
344	John Emmerling Inc.	New York	2,104.0	1,986.0	14,027.0	13,240.0	1,071.9	2,048.0	18
345	Christopher Thomas Associates	Garden City, N.Y.	2,100.0	1,325.0	14,633.5	8,300.3	333.3	500.3	22
346	Kamstra Communications	St. Paul, Minn.	2,100.0	1,935.0	13,900.0	12,900.0	11,400.0	10,200.0	35
347	Lempert Co.	Belleville, N.J.	2,100.0	1,800.0	16,500.0	12,577.1	3,200.0	4,102.1	34
348	Ted Chin & Co.	New York	2,100.0	1,975.0	13,570.0	13,140.0	6,637.0	6,603.0	22
349	Knudsen Moore Schropfer	Stamford, Conn.	2,050.0	1,936.0	14,800.0	13,000.0	2,200.0	2,200.0	35
350	Adams Group	Rockville, Md.	2,026.4	1,045.7	13,870.1	6,241.3	8,131.5	4,377.3	52
351	Dudreck DePaul Ficco & Morgan	Pittsburgh, Pa.	2,020.0	2,100.0	15,900.0	14,500.0	7,300.0	5,871.0	43
352	DiIorio, Wergeles	New York	2,000.0	1,500.0	13,300.0	10,000.0	—	—	20
353	David K. Burnap Advertising	Dayton, O.	1,992.5	1,849.3	13,729.6	12,028.5	—	—	28
354	Craig, Lamm, Hensley & Alderman	Houston	1,990.9	2,165.1	13,279.2	14,341.1	5,964.3	6,281.4	36
355	Black Gillock & Langberg	Houston	1,986.0	1,863.0	14,500.0	11,996.0	—	—	41
356	Detrow & Underwood	Ashland, O.	1,956.8	1,712.0	5,017.9	4,896.8	3,600.9	3,746.6	17
357	Fern/Hanaway	Providence, R.I.	1,950.0	1,643.9	13,006.5	10,964.8	2,939.5	2,478.6	38
358	William Eisner & Associates	Milwaukee	1,947.2	1,401.0	13,225.6	9,217.5	7,928.2	5,808.1	48
359	Battenberg, Fillhardt & Wright	San Jose, Cal.	1,947.2	2,078.9	13,047.6	13,103.6	5,398.1	5,569.9	24
360	CS&A Advertising	Normal, Ill.	1,943.1	1,311.4	6,832.2	5,487.3	5,751.3	4,912.4	28
361	Lyons Inc.	Wilmington, Del.	1,925.0	1,867.0	18,379.0	15,550.0	12,392.0	10,738.0	47
362	Waldbillig & Besteman	Madison, Wis.	1,922.0	1,730.9	15,118.2	13,906.5	10,301.0	9,501.5	38
363	Hallmark Advertising	Pittsburgh	1,915.2	1,512.0	12,768.0	10,201.0	2,668.0	2,001.0	42
364	Penny/Ohlmann/Neiman	Dayton, O.	1,909.5	—	14,858.9	13,154.0	9,448.4	7,597.0	46
365	Baxter, Gurian & Mazzei	Los Angeles	1,900.0	1,750.0	13,330.0	12,270.0	4,669.0	6,670.0	20
366	Sharp Hartwig	Seattle	1,895.6	1,342.1	13,347.2	7,278.9	4,137.3	2,051.4	35
367	Silberman Whitebrow Dolan	Philadelphia	1,890.0	1,530.0	12,600.0	10,200.0	3,900.0	2,600.0	22
368	Stiegler, Wells & Brunswick	Bethlehem, Pa.	1,880.0	1,420.0	9,646.9	8,394.3	6,850.8	5,841.4	36
369	Penny & Speier	Houston	1,873.7	1,918.8	15,061.3	16,014.3	10,159.8	10,148.3	32
370	Associated Advertising Agency	Wichita, Kan.	1,865.3	1,894.2	13,441.3	12,634.6	5,721.4	4,713.8	37
371	Image Dynamics	Baltimore	1,856.0	1,494.0	12,374.9	9,958.7	9,517.8	—	27
372	Greengage Associates	New York	1,847.3	1,812.0	10,868.0	10,668.0	2,668.0	2,668.0	25
373	Mason & Madison	New Haven, Conn.	1,830.0	1,665.0	12,200.0	11,100.0	—	—	33
374	Emerson Lane Fortuna	Boston	1,827.0	1,508.0	15,123.0	12,478.0	8,798.0	7,257.0	35
375	Ackerman Advertising Communications	Greenvale, N.Y.	1,819.0	1,625.0	13,042.1	10,836.3	5,169.3	4,558.3	32
376	Red Barron Inc.	Minnetonka, Minn.	1,811.6	—	16,144.3	—	6,363.6	—	34
377	Weiser Group	Chicago	1,809.0	1,885.3	12,192.1	12,880.6	8,411.5	8,652.2	24
378	Schenkein & Associates	Englewood, Colo.	1,802.0	1,406.0	12,195.0	9,575.0	11,206.0	8,184.0	33
379	Maris, West & Baker	Jackson, Miss.	1,800.8	1,975.0	12,011.6	13,173.0	9,388.5	1,009.2	32
380	Buckheim & Rowland	Ann Arbor, Mich.	1,800.0	1,650.0	12,000.0	11,000.0	—	—	30
381	Rollheiser Holland Kahler Associate	Omaha, Neb.	1,800.0	1,650.0	12,000.0	11,000.0	—	—	21
382	Fry/Hammond/Barr	Orlando, Fla.	1,792.2	2,208.7	11,155.6	13,956.0	3,112.9	4,049.2	29
383	Simms & McIvor	Bound Brook, N.J.	1,767.0	1,642.0	12,187.0	11,350.0	9,438.0	9,005.0	36
384	Drossman Lehmann Marino	New York	1,765.0	2,132.4	17,332.0	14,221.8	3,769.0	10,678.5	22
385	Wyble Advertising	Millville, N.J.	1,764.7	1,712.8	7,567.4	7,401.1	4,987.3	4,371.7	23
386	Impact Marketing & Communications	Boston	1,750.0	950.0	8,102.0	4,834.5	4,002.0	2,334.5	30
387	Scharfberg & Associates	Jenkintown, Pa.	1,750.0	1,475.0	11,527.7	9,809.7	1,967.7	1,400.7	27
388	Shaffer/MacGill & Associates	Chicago	1,742.3	1,572.3	11,787.0	9,777.3	4,517.2	3,709.5	41
389	Bermudez & Associates	Beverly Hills, Cal.	1,733.6	1,318.4	11,563.1	8,793.4	10,552.1	7,032.8	30
390	Franznick & Cusatis	New York	1,733.3	1,405.3	10,497.1	8,144.9	3,991.4	2,719.9	20
391	Hughes Advertising	St. Louis	1,722.4	1,723.1	14,028.9	13,814.7	7,735.6	7,274.6	34
392	M.L. Grant Inc.	New York	1,710.0	1,380.0	11,400.0	9,200.0	—	—	32
393	Cronin & Co.	Glastonbury, Conn.	1,700.0	1,300.0	11,000.0	9,400.0	5,736.0	4,802.0	37
394	Davidoff & Partners	Fairfield, Conn.	1,700.0	1,400.0	15,020.0	10,930.0	8,670.0	6,090.0	34
395	Intermarco Advertising	New York	1,700.0	1,649.0	15,175.6	12,170.0	4,183.3	4,173.0	16
396	Sutton Communications	New York	1,700.0	1,600.0	14,000.0	11,000.0	10,000.0	8,000.0	28
397	Fitzgerald Advertising	New Orleans	1,675.5	2,031.9	12,083.4	14,501.7	4,209.0	5,808.5	27
398	Barker Campbell & Farley	Virginia Beach, Va.	1,666.1	1,297.5	11,107.5	8,650.1	5,521.8	3,389.6	35
399	Tal Inc.	Erie, Pa.	1,653.0	1,280.6	11,019.8	8,535.5	6,169.8	4,335.0	36
400	Lockhart & Pettus	New York	1,650.0	1,285.0	11,000.0	8,570.0	—	—	25

NOTE: Dollars in thousands
See Page 18 for footnotes

Fifth 100 agencies by gross income

1985			Gross income		Billings		Capitalized fees		Total
Rank	Agency	Headquarters	1985	1984	1985	1984	1985	1984	Employes
401	Marketing Resources	Lenexa, Kan.	$1,650.0	$1,095.0	$11,000.0	$7,300.0	$5,669.5	$4,335.5	63
402	Rick Johnson & Co.	Albuquerque, N.M.	1,650.0	1,477.0	11,005.5	9,851.6	NA	NA	44
403	Lieberman-Appalucci	Allentown, Pa.	1,649.2	1,369.5	11,673.8	10,227.7	6,565.7	5,298.8	35
404	Zylke & Associates	Northbrook, Ill.	1,640.3	1,611.1	11,732.3	10,745.9	6,721.1	5,820.6	27
405	Sawyer Riley Compton	Gainesville, Ga.	1,637.9	1,262.7	18,558.5	15,802.0	11,185.2	9,321.0	36
406	InterCommunications	Newport Beach, Cal.	1,626.7	1,062.8	11,349.8	7,489.1	10,849.8	7,089.1	
407	Kaprielian O'Leary Advertising	New York	1,625.0	1,500.0	10,700.0	9,100.0	NA	NA	20
408	Gardner Communications	San Francisco	1,617.2	1,537.8	9,924.4	9,454.7	387.7	NA	17
409	Unger Associates	Atlanta	1,605.0	1,436.5	10,700.3	8,980.2	500.3	480.2	35
410	Sommer Inc.	Paramus, N.J.	1,600.0	1,473.8	10,663.7	9,827.7	3,301.7	3,135.7	22
411	Schein/Blattstein Advertising	New York	1,590.0	1,510.0	14,943.4	14,351.2	5,496.4	4,969.2	14
412	Soghigian & Macuga	Washington	1,582.6	844.6	10,058.0	6,968.6	473.6	253.5	22
413	KKB Inc.	Atlanta	1,575.0	1,425.0	10,506.0	9,504.0	1,668.0	1,334.0	38
414	Contemporary Marketing	Bala Cynwyd, Pa.	1,560.0	1,400.0	10,405.0	9,300.0	NA	NA	32
415	Roggers, French & Co.	Irvine, Cal.	1,559.0	1,322.3	10,400.0	8,762.7	2,668.0	2,061.0	28
416	Bailey Lewis & Associates	Lincoln, Neb.	1,558.3	1,537.3	10,391.3	10,251.3	5,218.5	5,316.3	41
417	QLM Associates	Princeton, N.J.	1,551.6	1,165.3	22,945.6	17,341.0	22,493.7	—	31
418	Food Group	New York	1,545.5	1,160.0	10,129.5	7,347.0	5,669.5	4,200.0	20
419	Andrews/Mautner	Milwaukee	1,538.0	1,187.1	11,153.6	8,614.3	5,481.0	3,960.8	29
420	Umphenour & Martin	Atlanta	1,536.0	1,270.0	10,818.5	8,745.1	4,821.9	2,953.1	18
421	Fortis Fortis Advertising	Chicago	1,520.0	1,629.0	11,643.0	12,382.0	4,776.0	4,303.0	25
422	J.P. Hogan & Co.	Knoxville, Tenn.	1,512.9	1,215.8	10,252.4	8,105.6	6,303.1	4,872.6	28
423	PR Associates	Akron, O.	1,512.0	1,800.0	10,352.0	9,850.0	7,237.0	7,000.0	35
424	Decker Guertin Cheyne	Hartford, Conn.	1,502.3	1,479.6	10,986.2	10,099.2	8,373.4	8,451.2	27
425	McLean-Stewart Advertising	San Mateo, Cal.	1,500.0	1,335.0	10,000.0	8,900.0	400.0	NA	19
426	Salvati Montgomery Sakoda	Santa Ana, Cal.	1,486.3	1,097.7	9,913.5	7,321.7	6,632.5	4,606.8	21
427	Wray/Ward Advertising	Charlotte, N.C.	1,485.7	1,288.1	9,723.1	8,716.5	NA	NA	21
428	Dickinson & Rakaseder	Westport, Conn.	1,477.0	NA	10,049.8	NA	4,237.0	NA	17
429	Frank/James Direct Marketing Co.	St. Louis	1,470.0	1,250.0	9,800.0	8,200.0	NA	NA	19
430	S. Gunnar Myrbeck & Co.	Norwell, Mass.	1,470.0	1,210.0	9,400.0	7,787.7	6,000.0	4,775.7	25
431	Vance-Mathews	Beaumont, Tex.	1,465.7	1,714.8	12,996.8	14,419.2	6,035.3	6,697.5	32
432	Scharer Associates	Great Neck, N.Y.	1,444.0	1,327.0	9,627.5	8,849.6	2,414.5	1,907.6	17
433	Wimmershoff & Associates	Westwood, N.J.	1,442.9	1,010.4	9,619.1	6,758.4	5,199.9	4,234.6	20
434	Ken Schmidt Co.	Milwaukee	1,425.0	1,415.0	8,995.0	8,031.0	2,351.8	2,266.5	28
435	Rice & Woolward	San Francisco	1,410.0	672.5	9,233.3	3,192.5	[illegible],580.8	2,651.3	15
436	Adams, Rickard & Mason	Glastonbury, Conn.	1,407.7	1,279.7	9,389.0	8,532.0	[illegible],308.0	5,914.0	30
437	Clarity Coverdale Rueff	Minneapolis	1,400.0	950.0	9,520.0	6,460.0	NA	NA	20
438	Sturm Communications Group	Chicago	1,398.1	1,117.3	9,435.1	8,325.9	7,888.3	6,897.2	25
439	Fessel, Siegfriedt & Moeller	Louisville	1,397.6	1,004.1	7,834.9	5,056.6	963.1	19.6	28
440	O'Sullivan Advertising/PR	Morristown, N.J.	1,391.7	1,085.1	12,295.8	8,914.6	NA	NA	24
441	Dwelly, Citrin & Associates	Poughkeepsie, N.Y.	1,380.0	1,320.0	9,200.0	8,800.0	NA	NA	10
442	Mills Hall Walborn & Associates	Cleveland	1,375.0	1,240.0	14,500.0	13,200.0	3,255.0	3,000.0	25
443	McDougall Associates	Peabody, Mass.	1,372.1	1,139.4	9,548.7	8,311.9	7,404.4	6,307.8	37
444	Lessner Slossberg Gahl & Partners	Avon, Conn.	1,370.6	NA	9,137.5	NA	5,615.4	NA	18
445	Smith, Badofsky & Raffel	Chicago	1,370.0	935.0	15,824.0	9,370.3	7,510.6	4,212.6	25
446	Marketing Directions	Newport Beach, Cal.	1,360.3	1,326.5	8,873.8	7,749.7	6,610.5	6,075.8	25
447	John Brown & Partners	Seattle	1,352.7	1,564.2	11,519.0	12,298.2	2,374.0	2,360.0	20
448	Smith, Kaplan, Allen & Reynolds	Omaha, Neb.	1,350.8	1,194.0	9,005.1	7,960.2	1,308.2	749.0	38
449	Anderson Advertising	San Antonio, Tex.	1,350.0	1,200.0	9,000.0	7,750.0	NA	NA	33
450	Fones & Mann	New York	1,350.0	1,100.0	7,500.0	6,500.0	NA	NA	12
451	Lipman Advertising	New York	1,347.9	1,064.0	10,187.8	9,312.5	4,759.4	5,209.1	24
452	G. Temple Associates	Southfield, Mich.	1,347.0	1,127.0	5,776.0	4,696.0	4,442.0	3,682.0	14
453	Donald L. Arends Inc.	Oak Brook, Ill.	1,339.3	1,207.5	8,932.8	8,054.0	1,599.8	1,617.2	22
454	Caravetta Allen Kimbrough/BBDO ♡	Miami	1,324.0	1,200.0	8,541.2	8,000.0	200.1	NA	25
455	Furman, Roth Advertising	New York	1,318.0	1,143.8	8,310.5	6,805.0	1,000.5	833.8	24
456	Harmon Smith Inc.	Kansas City, Mo.	1,312.3	1,244.6	8,935.5	8,574.3	3,213.3	2,944.5	23
457	Symon & Hilliard	New York	1,300.5	1,020.3	8,674.3	6,805.4	5,559.4	5,219.9	14
458	Howard H. Monk & Associates	Rockford, Ill.	1,287.4	958.7	8,586.3	7,409.6	7,184.7	6,227.4	30
459	Beaumont, Heller & Sperling	Reading, Pa.	1,274.8	1,349.6	10,165.1	10,621.1	7,593.6	7,680.4	41
460	Dorland & Sweeney	Philadelphia	1,270.4	1,205.6	8,577.8	8,059.0	7,218.0	6,995.7	25
461	Harris-Edward Inc.	Philadelphia	1,264.2	1,011.3	8,423.7	6,739.0	7,513.1	6,010.5	18
462	CRE Inc.	Indianapolis	1,259.5	901.1	7,280.5	6,454.6	5,293.8	4,628.7	33
463	Packo, Mitchell, Hanson & Comer	Toledo, O.	1,252.5	809.1	8,203.4	5,295.6	6,803.4	4,535.6	28
464	J.P. Lohman Organization	New York	1,240.0	1,109.0	8,250.0	7,400.0	NA	NA	18
465	Larwin/Livers Associated	Huntingdon Valley, Pa.	1,235.0	971.0	9,500.0	9,000.0	6,734.9	6,380.4	22
466	TCI Advertising	Stamford, Conn.	1,209.6	1,320.3	9,330.3	9,958.8	5,829.8	5,863.3	22
467	Ad Hoc Marketing Resources	New York	1,205.9	870.6	7,937.0	5,736.0	7,337.0	5,336.0	8
468	KSK Communications	McLean, Va.	1,202.5	826.8	8,083.5	5,512.0	4,845.2	3,122.1	25
469	Dallas C. Dort & Co.	Flint, Mich.	1,200.0	683.0	8,055.5	4,498.4	4,770.9	2,714.7	22
470	Neal Spelce Communications	Austin, Tex.	1,189.3	1,345.8	7,928.7	8,974.8	4,581.9	5,648.3	30
471	Coakley Heagerty Cos.	Santa Clara, Cal.	1,189.0	1,838.8	8,922.7	12,776.2	6,702.1	9,639.2	24
472	Fotheringham & Associates	Salt Lake City	1,185.2	1,084.0	7,671.6	6,553.0	5,096.4	3,554.0	20
473	Greenwald/Christian Advertising	Philadelphia	1,184.9	1,049.9	7,900.0	7,000.0	1,585.0	1,414.0	15
474	Haller Schwarz	Los Angeles	1,148.0	1,085.0	7,659.0	7,250.0	NA	NA	15
475	Barney & Patrick Advertising	Mobile, Alabama	1,141.5	834.0	7,620.7	5,563.0	1,674.1	2,184.0	19
476	John Volk Co.	Chicago	1,138.6	1,062.9	7,657.6	7,516.0	5,213.7	3,281.0	17
477	Advertising, Boelter & Lincoln	Madison, Wis.	1,136.9	1,038.6	7,582.9	6,927.6	NA	NA	35
478	Lessing-Flynn Advertising Co.	Des Moines, Ia.	1,130.0	983.0	7,550.0	6,550.0	7,500.0	6,500.0	20
479	Alstin Advertising	Philadelphia	1,125.0	945.0	7,500.0	6,300.0	NA	NA	24
480	Kenney Advertising	Boston	1,125.0	1,050.0	7,500.0	7,000.0	NA	NA	35
481	Adler, Schwartz	Englewood Cliffs, N.J.	1,115.5	1,074.1	7,350.9	7,163.5	6,525.3	6,098.4	17
482	Burns Group	Minneapolis	1,109.1	1,043.1	7,134.1	6,921.8	5,711.6	5,953.8	22
483	de Bruyn-Kettig Advertising	El Paso, Tex.	1,100.0	990.0	7,032.4	6,598.5	3,290.3	2,807.2	21
484	Marketing Group	Ft. Washington, Pa.	1,100.0	916.0	5,093.6	4,315.5	3,238.3	2,581.3	19
485	Murray Salit & Associates	New York	1,095.0	930.0	7,300.0	6,200.0	NA	NA	14
486	George P. Clarke Advertising	New York	1,094.3	1,072.4	7,296.1	7,152.7	3,951.3	3,896.6	16
487	Kaufman & Maraffi	New York	1,093.1	1,114.0	10,767.0	10,823.1	667.0	1,000.5	19
488	Communication Trends	Atlanta	1,092.4	741.3	9,709.6	6,507.3	2,934.6	1,961.4	24
489	Pearlman Wohl	Los Angeles	1,089.0	637.0	10,663.8	5,807.0	933.8	567.0	13
490	Didday & Branch	Cincinnati	1,085.7	1,049.8	4,523.9	4,518.4	4,219.7	4,080.3	20
491	Hal Langerman Co.	Center Square, Pa.	1,083.3	902.8	5,864.9	4,887.4	5,624.9	4,687.4	8
492	DynaMedia Advertising	Tampa	1,080.0	780.0	7,200.0	5,200.0	NA	NA	
493	Nicholson Kovak Huntley & Welsh	Kansas City, Mo.	1,080.0	699.5	7,200.0	5,100.0	3,096.0	2,346.0	29
494	Oldfield Davis	Dallas	1,079.9	965.7	9,867.8	8,512.3	7,202.8	6,441.0	16
495	Roni Hicks & Associates	San Diego, Cal.	1,079.6	904.8	6,773.1	5,684.4	4,361.2	3,707.9	17
496	Coppola Communications Co.	San Francisco	1,065.0	NA	7,101.9	NA	6,798.7	NA	12
497	Alan Frank & Associates	Salt Lake City	1,064.8	985.9	6,647.3	6,184.2	356.2	336.0	20
498	STG Marketing Communications	Fairfield, Conn.	1,061.0	1,060.0	7,513.0	7,098.1	5,015.8	4,661.4	20
499	Ross Advertising	Peoria, Ill.	1,057.2	1,259.1	7,874.3	10,093.6	5,910.7	6,893.6	25
500	Wooding & Housley	Providence, R.I.	1,056.0	1,170.0	7,000.0	6,000.0	5,555.0	940.0	22.0

NOTE: Dollars in thousands
See Page 18 for footnotes

Sixth 100 agencies

1985 Rank	Agency	Headquarters	Gross income 1985	1984
501	Townsend Agency	Arlington Hts, Ill.	$1,046.4	$920.3
502	Anderson Communications	Dallas	1,045.6	540.1
503	Bradley, Dimmock & Hungerford	New York	1,037.2	814.6
504	Reeds Farris Lewis & Maisel	Los Angeles	1,033.5	1,089.2
505	Adair Associates	Atlanta	1,028.6	1,013.9
506	Gray Baumgarten Layport	Pittsburgh, Pa.	1,026.5	988.3
507	Gann-Dawson	Scranton, Pa.	1,025.5	855.5
508	Wettstein/Bolchalk Advertising & PR	Tucson, Ariz.	1,022.0	867.5
509	Zubi Advertising Services	Miami	1,014.0	910.0
510	Loeffler Mountjoy	Charlotte, N.C.	1,005.0	1,131.4
511	Laven, Fuller & Perkins Advertising	Chicago	990.0	660.0
512	Gallagher Group	New York	981.0	900.0
513	Storey Berman & Freer	Chicago	980.0	755.0
514	Don Wise & Co.	New York	975.0	900.0
515	Kaplan & Stuart Advertising	Framingham, Mass.	965.0	840.0
516	Patchen Brownfield Advertising	Phoenix, Ariz.	956.0	1,089.4
517	Greene & Claire	New York	954.9	950.0
518	R.L. Meyer Advertising	Milwaukee	953.1	1,081.6
519	Thompson Agency	Charlotte, N.C.	933.7	822.9
520	Three Arts	Cedar Rapids, Ia.	932.0	608.0
521	Adelante Advertising	New York	905.0	856.5
522	Cogent Inc.	San Francisco	903.0	351.6
523	Semel/Kaye & Co.	Northbrook, Ill.	900.3	822.6
524	Larson, Bateman & McAllister	Santa Barbara, Cal.	889.6	1,411.1
525	Patterson Advertising Agency	Topeka, Kan.	885.0	870.4
526	Berenson, Isham & Partners	Boston	878.9	1,254.8
527	Wendt Advertising Agency	Great Falls, Mont.	876.1	675.1
528	S.R. Knapp Associates	Arlington Hts., Ill.	872.5	729.1
529	Emerson Marketing Agency	New York	866.4	770.2
530	Menaker & Paul	Chicago	865.0	856.3
531	JAM & Corbett Advertising	Columbus, O.	861.1	612.5
532	Skirboll & Garber Advertising	Pittsburgh	859.5	783.5
533	West, Morris, Davis & Muender	Rockford, Ill.	852.0	885.0
534	Darien, Russell, Hill & Dahl	San Jose, Cal.	852.0	711.9
535	J.D. Mathis & Co.	Baltimore	846.5	531.3
536	Peter Vane Advertising	New York	846.0	737.0
537	Crumbley & Associates	Atlanta	838.0	804.0
538	Tepe, Hensler & Westerkamp	Cincinnati	823.9	736.5
539	Gregory & Clyburne	New Canaan, Conn.	816.1	728.7
540	Cascino & Purcell	Atlanta	814.8	615.3
541	Smith & Yehle	Kansas City, Mo.	803.9	945.0
542	Hiebing Group	Madison, Wis.	801.4	727.2
543	Jason Group	New York	800.3	782.0
544	McFarland Group	Elm Grove, Wis.	800.0	735.0
545	Jules Rabin Associates	Valley Stream, N.Y.	795.0	720.0
546	Jonethis Organization	Akron, O.	793.1	716.3
547	Hart/Conway Co.	Rochester, N.Y.	790.1	832.0
548	Estey-Hoover Inc.	Irvine, Cal.	784.1	646.1
549	Summit Advertising	Norfolk, Va.	783.7	653.8
550	McCarron, Kane, Ross & Tanzmann	Pasadena, Cal.	770.0	585.0
551	Peterson-Morris	Minneapolis	765.0	700.0
552	Ashby, Dillon & Meade	Rocky River, O.	761.0	632.0
553	Fensholt Inc.	Lombard, Ill.	753.1	719.8
554	Hirsch Elliott Inc	New York	752.0	487.0
555	David L. Rawle Associates	Charleston, S.C.	750.0	713.0
556	Haley & Ruckle	Boston	745.7	363.4
557	Rathke Blair Kerns & Frost	Rockford, Ill.	743.4	823.1
558	Peter Scannel Inc.	New York	724.7	262.0
559	Palm, DeBonis, Russo	Bloomfield, Conn.	722.6	NA
560	Webb & Associates	Lafayette, Cal.	718.8	714.5
561	Soderberg & Associates	Seattle, Wash.	695.9	591.3
562	January & Associates Inc.	Nashville, Tenn.	693.0	607.0
563	Keye Advertising	Brooklyn, N.Y.	682.1	559.2
564	Shipley Associates	Wilmington, Del.	681.5	636.7
565	Tri-State Advertising Co.	Warsaw, Ind.	679.4	625.2
566	Winkler McDermott Winkler	New York	675.3	NA
567	Zeta Media	Falls Church, Va.	670.0	537.0
568	Communicators Group	Brattleboro, Vt.	667.2	597.1
569	Landers & Partners	St. Petersburg, Fla.	660.0	637.0
570	Brashe Advertising	Jericho, N.Y.	657.0	526.0
571	K.I. Lipton Inc.	Doylestown, Pa.	655.4	468.7
572	Robert McKim & Co.	Los Angeles	655.0	365.9
573	MarketAide	Salina, Kan.	631.9	733.1
574	Brower, Etheredge & Schaub	Los Gatos, Cal.	631.0	NA
575	Mallof, Abruzino & Nash Marketing	Lombard, Ill.	630.0	480.0
576	New-Venture Advertising	Los Angeles	630.0	600.0
577	Richard Yeager Associates	Moorestown, N.J.	626.4	549.1
578	Behrends & Co.	High Point, N.C.	622.5	1,023.8
579	Wolkcas Advertising	Albany, N.Y.	613.0	NA
580	Womack/Claypoole Advertising	Dallas	612.0	NA
581	Communigraphics	Baltimore	610.0	555.0
582	Funari, Fabden	Edina, Minn.	600.0	300.0
583	T.S. Jenkins & Associates	Flint, Mich.	599.0	414.0
584	Praco, Ltd.	Colorado Springs, Colo.	591.2	657.2
585	New Trend Advertising	Teterboro, N.J.	582.6	535.3
586	Kopf & Isaacson Advertising	Melville, N.Y.	580.0	470.0
587	MSA Advertising	Philadelphia	572.6	504.2
588	Haselow & Associates	Cleveland	570.0	349.0
589	Klein/Richardson	Beverly Hills, Cal.	565.3	435.0
590	May/Partners	Seattle	563.0	405.0
591	Communique Direct Marketing	Brookfield, Wis.	560.0	412.8
592	Martin A. Lave Marketing	Indianapolis	559.1	413.0
593	Sheldon Fredericks Advertising	New York	553.0	482.0
594	Hood, Light & Geise	Harrisburg, Pa.	546.2	484.7
595	Earle Bower Associates	New York	546.1	446.7
596	William Mills, Advertising & Market	Atlanta	532.1	418.0
597	DFK Advertising	New York	525.0	550.0
598	Fearon/GBA Advertising	New York	525.0	NA
599	Taylor Brown & Barnhill	Houston	525.0	375.0
600	Poindexter Associates	Roanoke, Va.	524.2	492.6

NOTE: Dollars in thousands

Ninety more

1985 Rank	Agency	Headquarters	Gross income 1985	1984
601	Martin Fiderer Associates	Englewood Cliffs, N.J.	$521.0	$496.0
602	Parker Group	St. Louis	506.6	324.1
603	DPL Advertising	Battle Creek, Mich.	500.4	480.0
604	Keith Bates & Associates	Chicago	491.9	450.4
605	Dakis Concern	Orinda, Cal.	491.1	550.0
606	White, Good & Co.	Mt. Gretna, Pa.	488.5	320.6
607	Covey & Koons	Canton, O.	484.1	488.6
608	Noble Arnold & Associates	Schaumburg, Ill.	483.8	377.3
609	Robert Lombardi Advertising	New York	483.0	NA
610	Holmes, Boucher & Co.	Providence, R.I.	476.0	464.0
611	Bertucci Maren Associates	Bristol, Pa.	468.8	433.8
612	Rose & Brosse Advertising	New York	465.0	300.0
613	William F. Haselmire Advertising	West Palm Beach, Fla.	450.0	420.0
614	Asher Agency	Fort Wayne, Ind.	448.0	324.0
615	FitzSimons Advertising	Cleveland	445.5	405.0
616	Jiloty, Shipley & Associates	Holly Hill, Fla.	430.5	332.1
617	James A. Ford Advertising	Stamford, Conn.	426.0	294.0
618	Saxe Mitchell Inc.	Woodbury, N.Y.	425.0	508.0
619	Michael Dweck & Co.	New York	423.6	264.8
620	Parsons, Friedmann & Central	Boston, Mass.	417.4	393.4
621	Hinton & Steel	Seattle	405.1	314.6
622	Newton Associates	St. Davids, Pa.	401.9	400.0
623	Ad Methods Advertising	Smithtown, N.Y.	401.6	338.9
624	Qually & Co.	Chicago	401.3	422.9
625	Carl Guldberg Agency	Ann Arbor, Mich.	399.3	296.8
626	Hicks & Greyson	Coral Gables, Fla.	394.5	404.3
627	Poller & Jordan Advertising Agency	Miami	394.0	412.0
628	Leff & Squicciarini	Columbus, O.	390.0	NA
629	MAP Advertising Agency	Springfield, Mo.	384.7	496.6
630	Cozad & Associates	Encino, Cal.	375.0	345.0
631	Keller Haver	New York	375.0	360.0
632	Bulloch & Haggart Advertising	Colorado Springs, Colo.	373.4	244.6
633	Shepler & Co.	Hickory, N.C.	372.1	79.8
634	Andrew Curcio Inc.	Boston	364.0	340.0
635	Elbert Advertising Agency	Norwood, Mass.	363.2	351.9
636	Perry Ballard/advertising	St. Joseph, Mo.	361.0	369.8
637	Douglas Bewick Advertising	W. Springfield, Ma.	360.0	300.0
638	Steele, Stoltz & Associates	Pocatello, Ida.	359.9	302.6
639	Wilson, Frank & Associates	San Diego, Cal.	358.3	320.9
640	Advertising & Promotional Services	Sycamore, Ill.	355.4	338.5
641	Malek Group	New York	344.7	219.7
642	MacMahon Advertising	Orlando, Fla.	343.0	299.0
643	Kinzie & Green	Wausau, Wis.	342.5	370.0
644	Jacobs & Clevenger	Chicago	342.5	257.5
645	Furman, Feiner & Co.	Englewood, N.J.	330.0	240.0
646	Gerald Patlis Advertising	New York	318.0	427.5
647	West & Brady	Greenblt, Mass.	316.1	340.0
648	Blanchard & Associates	Minneapolis	312.0	280.0
649	A.I.M.	Foster City, Cal.	303.4	NA
650	Lawrence, Legters & Borden	New York	300.0	270.0
651	Messer & Susslin & Others	Pearl River, N.Y.	300.0	263.0
652	Yardis Advertising Co.	Bryn Mawr, Pa.	300.0	300.0
653	Brewster Advertising	Canbridge, Mass.	284.0	NA
654	Morrow Lewis & Kelley	New York	275.0	366.1
655	Creel Associates	Oak Brook, Ill.	266.9	307.0
656	Brigham/Scully	Los Angeles	265.3	262.2
657	Black & Musen	East Longmeadow, Mass.	253.0	255.0
658	Canscott Broadcast Production	Lindenwold, N.J.	250.0	150.0
659	Friedman Associates	West Orange, N.J.	250.0	NA
660	Melgar Nordlinger	New York	247.7	320.0
661	Basinger Co.	Evanston, Ill.	230.0	156.0
662	Badalamenti Advertising Agency	Brooklyn, N.Y.	225.0	NA
663	Halcyon Associates	Brooklyn, N.Y.	225.0	149.0
664	Allen & Co.	Atlanta	222.7	NA
665	L.Quillin & Associates	La Crosse, Wis.	207.7	199.2
666	Lundmark Advertising & Design	Kansas City, Mo.	207.0	158.0
667	Dodson, Craddock & Born	Pensacola, Fla.	203.6	277.2
668	Eidel Marketing Communications	Briarcliff Manor, N.Y.	203.0	204.0
669	Koehler Counselors	Yellow Springs, O.	196.0	166.0
670	Jack Mathis Advertising	Libertyville, Ill.	195.2	201.9
671	Jerome H. Schmelzer & Associates	Cleveland	194.6	136.5
672	Grover & Carroll	Boston	191.0	NA
673	J. Ronald Gaffe'	Okenos, Mich.	188.1	151.5
674	Mills Marketing	Rancho Dominguez, Cal.	185.0	185.0
675	James Bloom Agency	Great Neck, N.Y.	180.0	143.0
676	Ribnick & Associates	Houston	180.0	NA
677	Berenson & Co.	Larkspur, Cal.	175.0	NA
678	Nutrition Marketing Co,	Englewood, N.J.	170.0	140.0
679	Concepts & Strategies	Westport, Conn.	168.0	0.0
680	Herb Gross & Co.	Rochester, N.Y.	165.0	135.0
681	Fraser Advertising	Atlanta	154.1	110.8
682	Fillman Advertising	Champaign, Ill.	153.7	131.8
683	NPC & Associates	Lanham, Md.	138.4	56.3
684	Bates & Fawcett	Darien, Conn.	124.1	141.1
685	Nelda Armstrong Advertising Agency	Lubbock, Tex.	110.0	91.0
686	Communication Plus	Richardson, Tex.	97.2	107.1
687	Marketing Laboratory	Danbury, Conn.	72.2	55.1
688	Morris Direct Marketing	New York	55.0	22.1
689	Franchise Advertising Services	Belmont, Mass.	37.5	22.5
690	Scott & Scott Advertising	Northbrook, Ill.	30.0	NA

NOTE: Dollars in thousands

Notes for charts on Pages 8, 10, 12, 14, 16 and 18

Income and billings figures of companies marked with the following symbols are included in parent company totals. Other charts and composite figures throughout this issue reflect individual agency totals only, unless otherwise noted.

Symbol	Parent agency	Symbol	Parent agency
○	Young & Rubicam	☽	Ted Bates Worldwide
◆	J. Walter Thompson Co.	◇	Ogilvy Group
▽	BBDO International	□	Saatchi & Saatchi Compton
☆	D'Arcy Masius Benton & Bowles	◇	Foote, Cone & Belding
⌂	Doyle Dane Bernbach International	△	Ross Roy
▼	C&W Group		

42nd annual report on U.S. agencies

U.S. agency profiles are arranged alphabetically within two segments: The top 100 accounting for 84% of the composite gross income of the Ad Age 500 agencies, and the remaining agencies reporting. Profiles are carried on more than 500 agencies, but only data from the top 500 agencies—listed on the tables on Pages 8-16—is pulled for the various charts that show year-to-year comparisons in this report.

AC & R Advertising

RANK 63

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	16.3	16.4	(0.5)
Billings	110.0	98.7	11.5

U.S.	1985	1984	% chg
Gross income	15.8	15.9	(0.7)
Billings	106.4	94.7	12.3

U.S. billings ($ in millions)

	1985	1984	% chg
Media	84	77	9.3
Materials/services	21	15	40.6
Capitalized fees	1	3	(67.2)

Billings breakdown by media

Newspapers	2.9	Magazines	38.4
Radio	1.2	Network tv	11.7
Spot tv	36.6	Bus. papers	9.2

Work force and facilities in 1985

	Employees	Offices
Worldwide	220	2
Domestic	220	2

Annual review

This Ted Bates Co. subsidiary suffered a slight decline on the gross income side because of the departure of Puerto Rico Tourist Office when there was a change in government there. The company, out "beating the bushes for new business," grabbed Beefeaters, its first venture into the liquor business, and is seeking to build a diversified business in hi-tech, fashion and shoes. Agency totals include that of a five-person office in Athens, Greece.

U.S. accounts

Gained: Avis Used Cars; Willowbrook Mall; Stanley Blacker; Berkley Publishing; Times Leader; Kangaroos; Seiko Computers; American Video Conferences; Bridal Original; Silver Butler; Citibank; Philon; Henckels; Elborg; Bruno Magli shoes; Ligne Roset; Beefeater's gin; Advertising Checking Bureau; Burnes of Boston; Quality Care.

Lost: Hertz Used Cars; Warner Computers; Avon Books; Sidney Gould; Spring Mills; Harper & Row.

Foreign accounts

Gained: Air Jamaica; Egypt Air; El San Juan Hotel; Irish Development Board.

Lost: Puerto Rico Tourist Office; Greek Natl Tourist Office.

Officers

Stephen Rose, chmn; Alvin Chereskin, president; Louis Miano, vice chmn. Exec vps—Kazuo Kudo, Sheldon Marks, acct mgmt; Harry Koenig, finance; Morton Weinstein, director mktg.

Phone: (212) 685-2500.

Admarketing

RANK 39

Los Angeles

($ in millions)

Worldwide	1985	1984	% chg
Gross income	38.5	35.5	8.5
Billings	170.5	160.5	6.2

U.S. billings ($ in millions)

	1985	1984	% chg
Media	167	156	7.3
Materials/services	2	3	(43.8)
Capitalized fees	1	1	0.0

Billings breakdown by media

Newspapers	2.0	Magazines	2.0
Radio	7.0	Network tv	1.0
Spot tv	75.0	Outdoor	2.0
Point of sale	2.0	Yellow pages	1.0
Direct mail	1.0	Dir. resp. tv	5.0
Fsi	2.0	Other	—

Work force and facilities in 1985

	Employees	Offices
Worldwide	139	1
Domestic	139	1

Annual review

The $10 million in new business added at Admarketing giving it a 6.2% increase in billings was split between internal growth and new business. The agency's new clients—Circuit City Stores, Cousins Home Furnishings and Standard Shoes—are expected to increase advertising spending 17% in 1986, adding $34 million in billings. This should soften the loss of $6.5 million in annualized billings in 1985 when the Southern California Oldsmobile dealers and Kentucky Fried Chicken franchise group left the agency.

U.S. accounts

Gained: Circuit City Stores; Cousin Home Furnishings; Standard Shoes.

Lost: Southern Cal. Oldsmobile Dealers; Kentucky Fried Chicken (Southern Cal.).

Officers

Jack Roth, president-ceo; Robert Recht, chmn; Robert Roth, treasurer; Martin Cagan, exec vp; George Abdell, Ed Moiselle, Arlynn Whittaker, senior vps; Amnon Mizrahi, John Bergquist, Marilyn Edwards; Robert Packham, John Bamberger, Andrew Demus, Charles Katz, William Tollis, Patricia Gleason, Larry Mandel, vps.

Phone: (213) 203-8400.

Allen & Dorward

RANK 100

San Francisco

($ in millions)

Worldwide	1985	1984	% chg
Gross income	9.5	8.0	18.3
Billings	65.9	52.6	25.3

U.S. billings ($ in millions)

	1985	1984	% chg
Media	58	46	27.7
Materials/services	8	7	9.9
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	7.0	Magazines	10.0
Radio	20.0	Network tv	15.0
Spot tv	28.0	Cable tv	—
Outdoor	1.0	Bus. papers	5.0
Farm pubs.	3.0	Transit	1.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	150	5
Domestic	150	2

Office billings ($ in millions)

Allen & Dorward	San Francisco	58.8
Allen & Dorward	Houston	7.1

Annual review

Account gains, particularly from Castle & Cooke and Lucky Stores, helped push billings up 25.3%. The agency also gained three new accounts, Qantas, Granny Goose and Grubb & Ellis, when it acquired the San Francisco Cunningham & Walsh office. Its Houston office suffered a 5.3% drop in billings because it lost three accounts.

U.S. accounts

Gained: Castle & Cooke, new juice exploratory prods, new dessert prods; Lucky Stores; Tootje of Cal.; Dialogic Systems; KKCY Radio; PacTel Infosystems; Granny Goose; Qantas Airways; Grubb & Ellis; Laymon-Howell.

Lost: San Francisco: Carradale Limited; Famous Grouse Scotch. Houston: Community Health Computing; Gerlands food stores; Houston Chevrolet Dealers.

Officers

Donald Dorward, president-ceo; Bob Hoffman, Joe Van Trump, gm-exec vps. Senior vps—Art Able, creative; Richard Bell, Ed Bennett, Roy Fraser, John Galbraith, Fred Greene, Les Mullins, Bob Werts, mgmt supers; Lois Breton, production, traffic; Rudi Golyn, creative director; Kurt Olson, Dawn Tognoli, media directors; Bob Riddell, finance, admin.

Phone: (415) 956-7470.

Ally & Gargano

RANK 45

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	28.6	25.4	14.0
Billings	203.0	182.9	11.0

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	169	132	28.4
Materials/services	21	20	1.9
Capitalized fees	14	31	(56.6)

Billings breakdown by media

Newspapers	7.6	Magazines	13.5
Radio	3.1	Network tv	27.8
Spot tv	44.9	Cable tv	1.2
Outdoor	0.4	Bus. papers	1.3
Point of sale	0.1	Other	0.1

Work force and facilities in 1985

	Employees	Offices
Worldwide	222	1
Domestic	222	1

Annual review

Publicly-held Ally & Gargano recorded an 11% increase in billings and set a record in earnings per share. But the agency got off to a wobbly start in 1986, first because it lost the Polaroid Corp. account (at the end of 1985), Sun Banks, and then MCI's consumer account. The latter, lost to DMB&B, which handles MCI's business-to-business account—an area MCI is emphasizing—particularly stunned the agency, which had won numerous awards for its creative. An agency spokesman expects ongoing accounts alone to keep the agency above $125 million in total billings in 1986.

U.S. accounts

Gained: American Cancer Society; Sanyo Electric, home appliance div; Frye Co.

Lost: Polaroid Corp; RCA American Communications; Scandinavian Airlines; Sun Banks of Fla.; Travelers Insurance Co.; Timberland Co.

Officers

Amil Gargano, chmn, president-ceo; Larry Dexheimer, exec vp-coo; Harold Weston, exec vp-cfo, treasurer; Michael Tesch, Tom Messner, Barry Vetere, creative directors. Senior vps—Dennis Visich, acct mgmt services director; Peter Bates, group mgmt super; Ronald Berger, associate creative director; Frederic D. Chernin, rsch director; George P. Euringer, assoc creative director; James H. Feeney, group mgmt super; Janine E. Marjollet, director broadcast operations; Helayne R. Spivak, group creative head.

Phone: (212) 688-5300.

Ammirati & Puris

RANK 54

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	19.5	13.5	44.4
Billings	130.0	90.0	44.4

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	13.0	Magazines	35.0
Radio	1.0	Network tv	35.0
Spot tv	13.0	Cable tv	1.0
Outdoor	—	Other	2.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	167	5
Domestic	167	5

Annual review

Ammirati & Puris came off with a 44% increase in billings helped along handsomely by an infusion from the new $10 million Chiquita Brands account. Since the turn of the year, A&P has gained Cadbury USA's confections with annualized billings of $12 million. The agency in addition to its main New York office, has field service units in Los Angeles, Atlanta, Dallas and Chicago to service BMW dealers in those locales.

U.S. accounts

Gained: Four Seasons Hotel; Rose Holland House, mixes; Chiquita Brands.

Officers

Morton F. Puris, co-chmn-ceo; Ralph Ammirati, co-chmn, creative director; Edward H. Vick, president-coo. Senior vps—Joseph O'Neill, assoc creative director; Philip Palazzo Jr., cfo; Vivian Young, rsch director; Mary Herrmann, Duncan Pollock, mgmt supers; Stephen Farella, media director; Ozzie Spenningsby, broadcast production.

Phone: (212) 206-0500.

Avrett, Free & Ginsberg

RANK 88

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	10.7	10.1	6.3
Billings	89.0	87.0	2.3

U.S. billings ($ in millions)

	1985	1984	% chg
Media	66	65	0.9
Materials/services	15	15	0.9
Capitalized fees	8	6	20.4

Billings breakdown by media

Newspapers	5.0	Magazines	15.0
Radio	4.0	Network tv	53.0
Spot tv	21.0	Outdoor	2.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	51	1
Domestic	51	1

Annual review

AF&G had a slow growth of only 2.3% in billings. Existing client activity helped offset the loss of Ponderosa ($15 million) and Lehn & Fink ($20 million). Bausch & Lomb contact lenses added $8 million and Del Webb's Claridge Casino, Atlantic City, added $5 million, as AF&G's major new business gains.

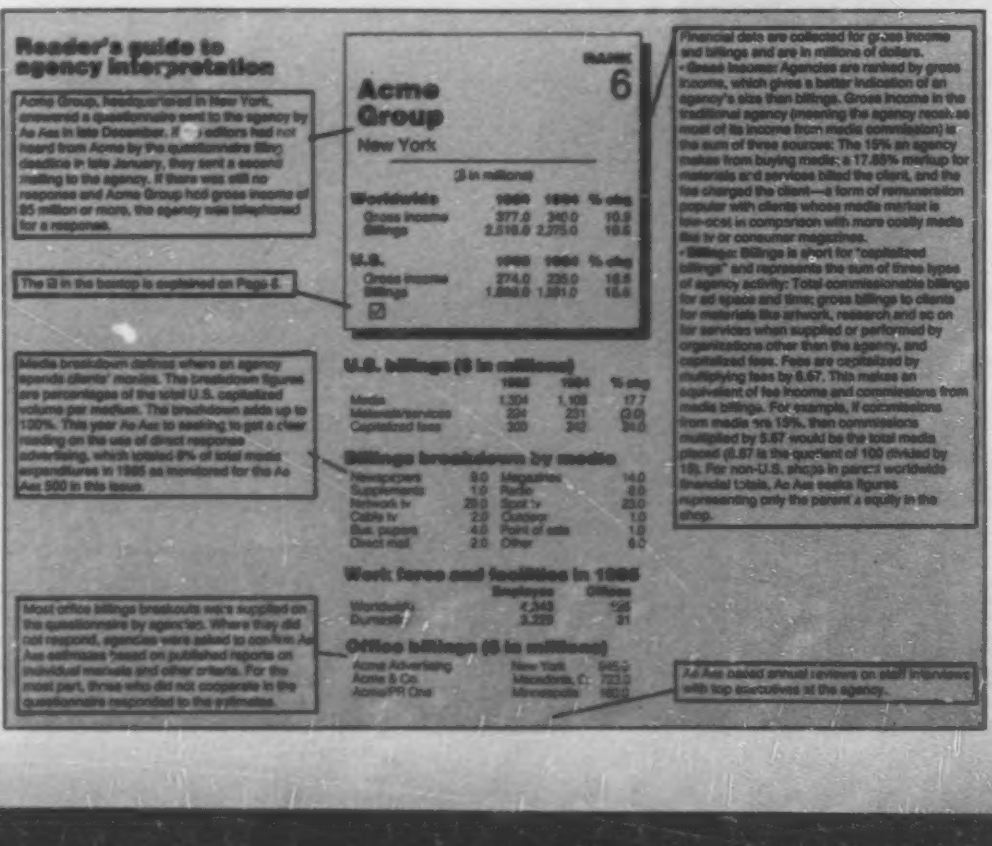
U.S. accounts

Gained: Bausch & Lomb; Claridge Casino.

Lost: Ponderosa; Lehn & Fink, Ross Labs, Schmitt Labs.

Officers

John Avrett, chmn-ceo; Marcella Free, co-chmn. Senior vps—Frank Ginsberg, creative director; Jose Abarquez,



Reader's guide to agency interpretation

Acme Group, headquartered in New York, answered a questionnaire sent to the agency by Ad Age in late December. If editors had not heard from Acme by the questionnaire filing deadline in late January, they sent a second mailing to the agency. If there was still no response and Acme Group had gross income of $5 million or more, the agency was telephoned for a response.

The ☑ in the boxtop is explained on Page 8.

Media breakdown defines where an agency spends clients' monies. The breakdown figures are percentages of the total U.S. capitalized volume per medium. The breakdown adds up to 100%. This year Ad Age is seeking to get a clear reading on the use of direct response advertising, which totaled 9% of total media expenditures in 1985 as monitored for the Ad Age 500 in this issue.

Most office billings breakouts were supplied on the questionnaire by agencies. Where they did not respond, agencies were asked to confirm Ad Age estimates based on published reports on individual markets and other criteria. For the most part, those who did not cooperate in the questionnaire responded to the estimates.

Acme Group

RANK 6

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	377.0	340.0	10.9
Billings	2,516.0	2,275.0	10.6

U.S.	1985	1984	% chg
Gross income	274.0	235.0	16.6
Billings	1,848.0	1,591.0	16.8

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	1,304	1,108	17.7
Materials/services	224	231	(3.0)
Capitalized fees	320	242	34.0

Billings breakdown by media

Newspapers	9.0	Magazines	14.0
Supplements	1.0	Radio	8.0
Network tv	29.0	Spot tv	23.0
Cable tv	2.0	Outdoor	1.0
Bus. papers	4.0	Point of sale	1.0
Direct mail	2.0	Other	6.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	4,343	126
Domestic	3,229	31

Office billings ($ in millions)

Acme Advertising	New York	845.0
Acme & Co.	Macedonia, O.	723.0
Acme/PR One	Minneapolis	180.0

Financial data are collected for gross income and billings and are in millions of dollars.

- Gross income: Agencies are ranked by gross income, which gives a better indication of an agency's size than billings. Gross income in the traditional agency (meaning the agency receives most of its income from media commission) is the sum of three sources: The 15% an agency makes from buying media; a 17.65% markup for materials and services billed the client, and the fee charged the client—a form of remuneration popular with clients whose media market is low-cost in comparison with more costly media like tv or consumer magazines.
- Billings: Billings is short for "capitalized billings" and represents the sum of three types of agency activity: Total commissionable billings for ad space and time; gross billings to clients for materials like artwork, research and so on for services when supplied or performed by organizations other than the agency, and capitalized fees. Fees are capitalized by multiplying fees by 6.67. This makes an equivalent of fee income and commissions from media billings. For example, if commissions from media are 15%, then commissions multiplied by 6.67 would be the total media placed (6.67 is the quotient of 100 divided by 15). For non-U.S. shops in parent worldwide financial totals, Ad Age seeks figures representing only the parent's equity in the shop.

Ad Age based annual reviews on staff interviews with top executives of the agency.

finance; Don Bandman, Larry Riegel, Bingo Wyer, acct services; Sue Costa, admin; Manny DeMagistris, Alan Honig, John LaRock, Judy Weiss, creative; Lynne Kluger, tv production; Ed Weiner, media director.
Phone: (212) 832-3800.

Quirks and quakes

Griswold Inc., Cleveland, shortened from Griswold-Eshleman Co. in 1983, and merged the end of 1985 into Ross Roy Inc., Detroit, once had a Chicago connection—Aubrey, Finlay, Marley & Hodgson. Griswold bought the shop in 1963. It handled business for International Harvester before Griswold shut the agency down in 1978.

RANK
18

N W Ayer

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	114.5	104.7	9.4
Billings	826.4	740.9	11.5

U.S.	1985	1984	% chg
Gross income	87.7	91.2	(3.7)
Billings	652.0	652.5	(0.1)

☑

Work force and facilities in 1985

	Employees	Offices
Worldwide	2,458	16
Domestic	1,184	4

U.S. billings ($ in millions)

	1985	1984	% chg
Media	562	568	(0.9)
Materials/services	90	85	5.7
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	8.0	Magazines	22.1
Supplements	0.7	Radio	7.9
Network tv	40.3	Spot tv	15.8
Cable tv	0.2	Outdoor	0.3
Bus. papers	3.6	Yellow pages	0.3
Direct mail	0.8	Other	—

Office billings ($ in millions)

N W Ayer	New York	561.0
N W Ayer	Chicago	35.6
N W Ayer	Detroit	28.9
N W Ayer	Los Angeles	26.6

Annual review

The loss of the $40 million-plus Seven-Up account largely affected a 0.1% decline in domestic billings. Ayer added the coveted AT&T Consumer Products account with billings of about $40 million to its other AT&T business. A push to expand the size of foreign shops and build the international network paid off as non-U.S. billings rose 97.3%, influencing a 11.5% increase in over-all billings at Ayer. Stateside, it is seeking specialty communications acquisitions.

U.S. accounts

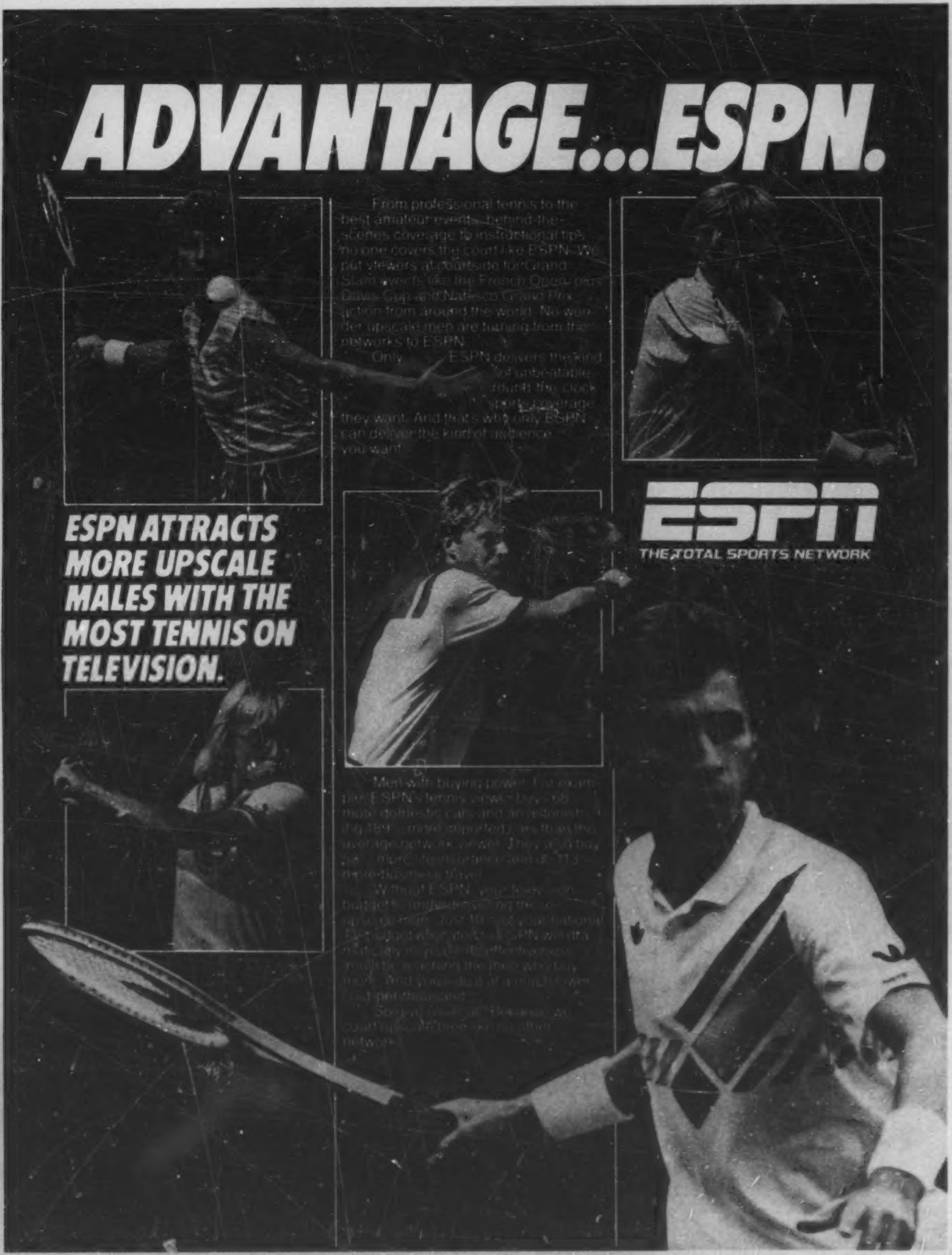
Gained: AT&T, consumer prods; Iberia Airlines; Club Med; Carte Blanche; Toshiba America, corp adv.
Lost: Seven-Up Co.; Texize, Yes detergent; Clorox, Olympic Stain div, Lucite paint; Zena jeans.

Foreign accounts

Gained: Tulip meats, PTT Telecommunications (France); General Motors Research Assignments (France, Germany, U.K.); Iberia Airlines (Holland, Germany); EEC For Year of the Environment (Italy); Thistle Hotels (U.K.); Cadbury-Schweppes (Australia); New Zealand Health Dept for AIDS campaign, Reckitt & Colman for Cossack Toiletries (N.Z.); Pan Pacific Hotels (Malaysia); MOET Chandon, Otis Elevators (Argentina).
Lost: Van Nelle Tobacco, Sidca Steel (Belgium); Audi Cars, Townsend Thoresen Ferries (Holland); Mazda Cars (New Zealand); Citibank (Argentina).

Officers

Chmn—Louis T. Hagopian, ceo; Bart Stoner (Western div, Los Angeles). Jerry J. Siano, vice chmn-chief creative officer. Presidents—Jerry N. Jordan, intl div; Robert P. Zabel (Midwest div, Chicago). David H. Means, chief admin officer. Exec vps—Patrick J. Cunningham, creative director (New York); George H. Eversman; Thomas F. Maxey; Ted F. Regan; Dominick F. Rossi, director acct mgmt (New York, Detroit).
Phone: (212) 708-5000.



ADVANTAGE...ESPN.

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Men with buying power. For example, ESPN's tennis viewers buy 68 more domestic cars and an astonishing [illegible] more imported cars than the average network viewer. They also buy [illegible] more [illegible] and [illegible] 113 more business travel.

Without ESPN, your [illegible] [illegible] [illegible] [illegible] [illegible] ESPN [illegible] [illegible] the men who buy more. [illegible]

[illegible] network.

ESPN ATTRACTS MORE UPSCALE MALES WITH THE MOST TENNIS ON TELEVISION.

RANK
23

Backer & Spielvogel

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	57.8	59.3	(2.6)
Billings	385.1	395.7	(2.7)

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	374	392	(4.5)
Materials/services	—	—	—
Capitalized fees	11	4	171.3

Work force and facilities in 1985

	Employees	Offices
Worldwide	625	3
Domestic	625	3

Office billings ($ in millions)

Backer & Spielvogel	New York	330.0
Backer & Spielvogel	Chicago	40.0
Backer & Spielvogel	Huntington Beach, Cal.	5.0

Annual review

Loss of Red Lobster and Miller's Lowenbrau had the most impact on billings, down 2.7% or $10.7 million, says the agency, which expects activity to pick up in 1986 as billings materialize from new clients, Fisher-Price ($15 million) gained in December, Hyundai dealers ($30 million) for the Korean car won in September, and Arby's and Miller draft beer ($20 million each). The agency bought AdCom, the Quaker Oats agency in Chicago, and opened a Los Angeles office.

U.S. accounts

Gained: Helene Curtis Industries, Finesse Mousse; Philip Morris USA, new prods; Campbell Soup Co., Gold Label soups; Miller Brewing Co., Miller High Life Genuine Draft; Hyundai Motor America; Quaker Oats Co., Fisher-Price crib and playpen prods, Preschool prods, Parent Helpers prods, new prods, OHS! cereal.
Lost: Campbell Soup Co., Juiceworks; Miller Brewing Co., Lowenbrau, Red Lobster.

Officers

Carl Spielvogel, chmn-ceo; William M. Backer, president. Exec vps—G. Robert Holmen, coo; Robert H. Lenz, creative director; Stephen M. Leff, director media services; Robert R. Meury, copy chief. Gary Bayer, president, B&S (Chicago).
Phone: (212) 556-5200.

Quirks and quakes

The lineage of Laurence, Charles, Free & Lawson is a combination of the Daniel & *Charles* agency, which was a top 100 agency 10 years ago, F. William *Free* & Co., and in 1985, Tom *Lawson*, a partner in Rosenfeld, Sirowitz & Lawson, came aboard. The *Laurence* is that of *Laurence* D. Dunst, current chairman, who was the president of Daniel & Charles at the time of its merger with Free in 1969.

RANK 3

Ted Bates Worldwide

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	466.0	424.4	9.8
Billings	3,106.9	2,829.2	9.8

U.S.	1985	1984	% chg
Gross income	287.5	263.2	9.2
Billings	1,916.5	1,754.7	9.2

Office billings ($ in millions)

Ted Bates Worldwide	New York	754.4
William Esty Co.	New York	510.0
AC&R Advertising	New York	108.4
Campbell-Mithun	Minneapolis	221.8
Campbell-Mithun	Chicago	110.0
Diener/Hauser/Bates Co.	New York	64.4
Diener/Hauser/Bates Co.	Los Angeles	38.7
Diener/Hauser/Bates Co.	San Francisco	2.8
Diener/Hauser/Bates Co.	San Diego	3.3
Diener/Hauser/Bates Co.	Ft. Lauderdale	3.4
Diener/Hauser/Bates Co.	Miami	0.3
McDonald & Little	(closed)	NA
Sawdon & Bess Adv.	New York	61.3
Sawdon & Bess Adv.	Los Angeles	9.0
Stern/Walter/Earle Ludgen	Chicago	30.7

U.S. billings ($ in millions)

	1985	1984	% chg
Media	1,418	1,362	4.1
Materials/services	170	155	10.1
Capitalized fees	328	238	38.0

Billings breakdown by media

Newspapers	7.2	Magazines	16.7
Supplements	1.0	Radio	5.1
Network tv	38.3	Spot tv	23.5
Cable tv	1.2	Outdoor	4.8
Bus. papers	1.8	Direct mail	0.2
Catalogs	—	Other	0.5

Work force and facilities in 1985

	Employees	Offices
Worldwide	5,598	102
Domestic	2,084	17

Annual review

A 9.2% growth in U.S. billings at Ted Bates amounting to a net increase of $162 million came 75% from existing clients and 25% from new business. Avis Rent A Car worth $14 million in business, Commodore International worth estimates of $80 million ($20 million-plus for the Amiga rollout in 1985), and $21 million from Mars, $25 million from Warner-Lambert, and $18 million from Panasonic more than offset the loss of R.J. Reynold's Sterling cigarets.

New gains in 1986 include Prudential-Bache worth $12 million in billings, and Carter-Wallace's Trojan condoms. Bates is involved in "encouraging talks" to purchase a leading Hispanic agency, Conill Advertising, New York, and was to reach an agreement by the end of this month to purchase Kobs & Brady, a Chicago-based direct marketing agency. On the personnel side, at year-end it hired former JWT/Chicago exec vp-exec creative director, Ralph Rydholm, for the creative spot left vacant when it let go vice-chairman/chief creative officer Michael Becker after he requested broader worldwide influence coupled with reduced responsibilities at Ted Bates/New York. McDonald & Little, its Atlanta unit, was closed in the fall, and Bates has no plans to return to that city at present.

U.S. accounts

Gained: Avis Rent-A-Car; Commodore Business Machines.

Lost: R.J. Reynolds.

Officers

Robert E. Jacoby, chmn, president-ceo, chmn Ted Bates Advertising (New York). Exec vps—John R. Hoyne, president intl group; Stephen Rose, president U.S. affiliates group, chmn AC&R Advertising; Donald M. Zuckert, president Ted Bates Advertising (New York); Lawrence Epting, exec vp, multinatl mng director Ted Bates Advertising (New York). William H. Maynard Jr., vice chmn, director-world wide creative services. Senior vps—Donald P. Murphy, cfo; Joseph Guistino, treasurer; Elhanan C. Stone, secretary, general counsel; Edward A. Cannata, president, financial affiliates group.

Phone: (212) 869-3131.

RANK 6

BBDO International

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	377.0	340.0	10.9
Billings	2,516.0	2,275.0	10.6

U.S.	1985	1984	% chg
Gross income	274.0	235.0	16.6
Billings	1,828.0	1,581.0	15.6

U.S. billings ($ in millions)

	1985	1984	% chg
Media	1,304	1,108	17.7
Materials/services	224	231	(3.0)
Capitalized fees	300	242	24.0

Billings breakdown by media

Newspapers	9.0	Magazines	14.0
Supplements	1.0	Radio	8.0
Network tv	29.0	Spot tv	23.0
Cable tv	2.0	Outdoor	1.0
Bus. papers	4.0	Point of sale	1.0
Direct mail	2.0	Other	6.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	4,343	125
Domestic	3,229	31

Office billings ($ in millions)

BBDO	New York	445.0
BBDO	Detroit	120.0
BBDO	Minneapolis	50.0
BBDO Chicago	Chicago	108.5
BBDO Chicago	Kansas City	2.5
BBDO Chicago	Cincinnati	2.3
BBDO Chicago	St. Louis	1.8
BBDO Chicago	Avalon, CA	0.4
BBDO Direct	New York	35.0
BBDO/West	Los Angeles	62.5
BBDO/West	San Francisco	27.2
BDA/BBDO	Atlanta	85.0
Caravetta Allen Kimbrough	Miami	8.5
Waring & LaRosa	New York	86.4
Tracy-Locke	Dallas	183.9
Tracy-Locke	Denver	33.9
Tracy-Locke	Los Angeles	52.6
Tracy-Locke	Philadelphia	12.0
Lavey/Wolff/Swift	New York	57.0
Doremus & Co.	Chicago	10.3
Doremus & Co.	Boston	10.9
Doremus & Co.	Los Angeles	3.9
Doremus & Co.	San Francisco	4.2
Doremus & Co.	Washington	2.3
Doremus & Co.	New York	141.2
Quinn & Johnson	Boston	47.1
Quinn & Johnson	Philadelphia	2.2
Franklin Spier Inc.	New York	20.2
Frank J. Corbett Inc.	Chicago	33.1
MARCOA Direct Adv.	Chicago	36.1
Blair/BBDO	Rochester	20.4
Blair/BBDO	Pittsburgh	1.4
GM DuBois		NA
Hannaford Co.		NA
RC Communications		NA
Telerx Marketing		NA

Annual review

Despite a 0.9% drop in non-U.S. billings, over-all billings grew by 10.6%, an increase credited to larger budgets from big advertisers stateside which helped push up U.S. billings by 15.6%. The decline in overseas billings was due in part to the disinvestment of South African operations, which were sold back to the partners. U.S. strength came in part from new accounts, Visa, Lorillard (Kents) and Polaroid. The full effect of their billings contribution will be felt in 1986, although so will the loss in 1986 of Black & Decker. Net income at publicly-held BBDO was down 13.3% to $19.6 million on revenues of $335.6 million, up 9.9% for the year. However, fourth quarter net income increased 20% on a 21.2% increase in revenues.

This February there was a two-for-one stock split and increased dividend. BBDO expects growth of 8%-10% in 1986.

U.S. accounts

Gained: Visa; Lorillard, Kent cigarets; Polaroid; Household Intl; Kuppenheimer Mfg Co.

Lost: Dean Witter Reynolds; Freixnet; Del Monte; Dow Jones; Fisher-Price toys.

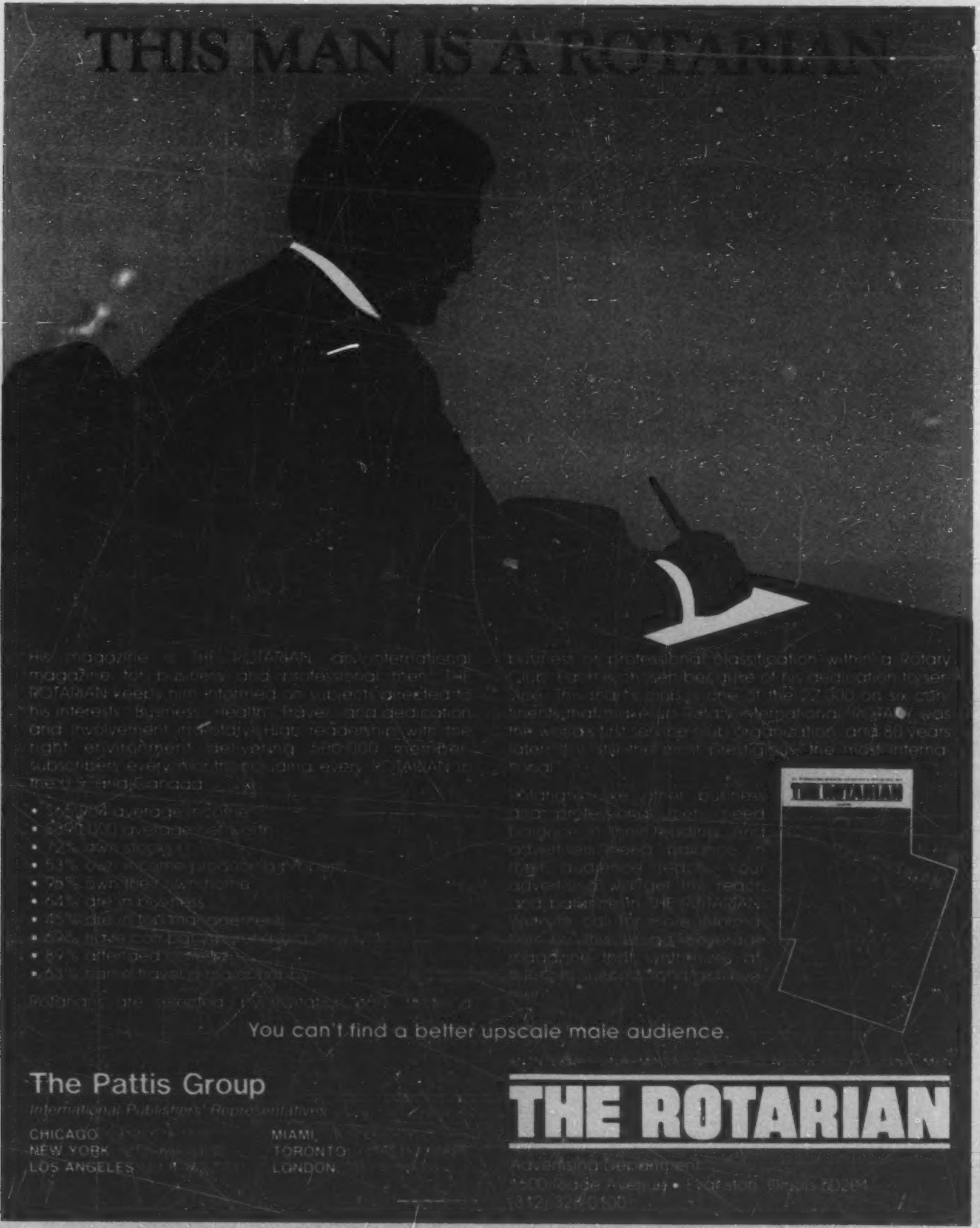
Foreign accounts

Gained: BMW; Whitehall Labs; Krups; Adidas; Henkel.

Lost: Kosta Boda; Daniel Hechter; Bridgestone Tires.

Officers

Allen Rosenshine, president-ceo BBDO Intl, chmn-ceo BBDO; Norm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Phone: (212) 415-5000.

Batten Barton Durstine & Osborn

This BBDO Intl. lead agency based in New York, named the 1984 agency of the year by Advertising Age, reported gross income of $102,000,000 in 1985 on billings of $680,000,000. In 1984, it reported gross income of $92,628,000 on billings of $617,520,000.

The agency's 1985 U.S. volume consisted of $583,800,000 in media, $70,600,000 in materials and services and $25,600,000 in capitalized fees. Its 1984 U.S. volume consisted of $542,785,000 in media, $63,615,000 in materials and services and $11,120,000 in capitalized fees.

Included in the agency's figures were returns from offices in Southfield, Mich., and Minneapolis.

In 1985, the agency gained: Visa; Lorillard, Kent cigarets; Polaroid. It lost: Quaker Oats; Dean Witter Reynolds.

Billings breakdown: Newspapers 2%, magazines 18%, supplements 2%, radio 6%, network tv 45%, spot tv 19%, cable tv 2%, outdoor 1%, business papers 4%, other 1%.

Top execs: Allen G. Rosenshine, chmn-ceo; Philip B. Dusenberry, vice chmn, exec creative director; Tom Clark, president-coo; Anthony Lenge, senior vp, treasurer. Employes: 1,117 in 3 offices.

Phone: (212) 415-5000.

BBDO Chicago

BBDO Chicago reported gross income of $13,841,000 in 1985 on billings of $115,421,000. In 1984, it reported gross income of $11,317,000 on billings of $91,000,000.

The agency's 1985 U.S. volume consisted of $106.200,000 in media, $6,800,000 in materials and services and $2,421,000 in capitalized fees. Its 1984 U.S. volume consisted of $82,634,000 in media, $5,366,000 in materials and services and $3,000,000 in capitalized fees.

The Chicago agency, formerly known as Arthur Meyerhoff, expects its billings gain of 27% to continue into 1986, especially with continued spending from Quaker Oats products, Centel and Household Intl. that began in 1985.

BBDO Chicago consists of five agencies, all are located in the Midwest except for a small Avalon, Cal., shop.

Included in the agency's figures were returns from its offices in Kansas City, Cincinnati, St. Louis and Avalon, Cal.

In 1985, the agency gained: Quaker Oats Life cereal, Cinnamon Life, Quaker 100% Natural, puffed cereals; Puss 'N Boots cat foods, Puss 'N Boots Moist Meal, Pounce; Household Intl Corp; Centel, corp adv, business, cable; SFN Corp, Mindscape div for educational software; First Chicago; Zurich American Insurance. It lost: TSR, Dungeons & Dragons role playing games.

Billings breakdown: Newspapers 4.4%, magazines 6.4%, radio 4.6%, network tv 53.6%, spot tv 23.8%, cable tv 4.2%, outdoor 1%, business papers 1%, free-standing inserts 1%.

Top execs: Eric Harkna, president-ceo. Chmns—Roger Mohr; Arthur Meyerhoff, founder. Exec vps—Robert Bailey, director mktg services; Dennis Berger, exec creative director; Andrew Donchak, Dean Proctor, mgmt supers; Ernest Stern, finance, admin. Senior vps—Kenneth Bailey, Phillip Gant, Charles Kent, creative directors; William Bloink, Robert Pingrey, mgmt supers; Robert Garrison, media director; Laura Mackiewicz, director broadcast services; David Quinnert, controller. Employes: 187 in 5 offices.

Phone: (312) 337-7860.

BBDO/West

This Los Angeles-based BBDO agency reported gross income of $13,446,000 in 1985 on billings of $89,684,000. In 1984, it reported gross income of $11,606,000 on billings of $77,413,000. In 1985, it had net income of $619,000 compared with $231,000 in 1984.

The agency's 1985 U.S. volume consisted of $70,362,000 in media, $7,877,000 in materials and services and $11,445,000 in capitalized fees. Its 1984 U.S. volume consisted of $53,334,000 in media, $5,683,000 in materials and services and $18,396,000 in capitalized fees.

Included in the agency's figures were returns from its office in San Francisco.

During the year, growth from existing clients increased $23.6 million, a large part of that coming from Coldwell Banker, picked up in late 1984. New gains contributed $2 million, and offer a potential of $4-$5 million. Del Monte (Hawaiian Punch) and Burlington Air Freight, which departed in 1985, spent $13.3 million in billings with the agency.

In 1985, the agency gained: Postal Instant Press; Jenny Craig Weight Loss Centers; San Diego Gas & Electric. It lost: Del Monte; Burlington Air Freight.

Billings breakdown: Newspapers 3%, magazines 11%, radio 11%, network tv 21%, spot tv 52%, outdoor 2%.

Top execs: Los Angeles: Don Mitchum, president; Dan Michel, Jerry Murff, exec vps; Steve Dolcemaschio, controller; Gene Letourneau, Bryan Birch, Tom Pickles, Terry Bowman, Patrick Rogge, senior vps. San Francisco: Clem McCarthy, president; Alex Cichy, exec vp; Peter Gilson, Carolyn Andre, Ray Hehman, Ron Harrison, senior vps. Employes: 139 in 2 offices.

Phone: (213) 479-3979.

BBDO:
Direct Marketing Units

The six BBDO direct marketing units accounted for $22,825,000 in gross income in 1985 on capitalized billings of $152,242,000, compared with $13,638,000 in 1984 on capitalized billings of $90,963,000.

Together they employed 214 in 1985, compared with 185 in 1984.

The six shops, which have eight offices between them, are:

- BDA-BBDO Direct, Atlanta
- BBDO Direct, New York, Newport Beach, Cal.
- Doremus Direct, New York
- MARCOA Direct, Chicago
- Quinn & Johnson, Boston
- Tracy-Locke Direct, Dallas, Denver

BDA/BBDO, Atlanta, is the largest of the six shops with reported gross income of $12,756,966 in 1985 on billings of $85,046,441. In 1984, it reported gross income of $11,142,639 on billings of $74,284,260. In 1985, it had net income of $3,129,079, compared with $2,940,252 in 1984.

The agency's 1985 U.S. volume consisted of $68,756,727 in media, $5,268,247 in materials and services and $11,021,467 in capitalized fees. Its 1984 U.S. volume consisted of $63,223,460 in media, $6,542,880 in materials and services and $4,517,920 in capitalized fees.

BDA predicts billings will hit $90-95 million in 1986 as Delta Airlines and Dodge continue to maintain strong direct marketing budgets. A strong spender in 1985, Kuppenheimer Manufacturing, was lost in early 1986.

In 1985, the agency gained: Kuppenheimer Mfg Corp; Portman Barry Investments. It lost: Fulton Federal Savings & Loan Assn.

Billings breakdown: Newspapers 30.8%, magazines 10%, radio 21%, spot tv 33%, outdoor 5.2%.

BDA top execs: F. Glenn Verrill, president; J. Martin Hollinger, Elliott S. Manketo, Jack V. Walz, Gary Verrill, senior vps. Employes: 120 in 2 officus.

Phone: (404) 231-1700.

BBDO Direct, New York, Newport Beach, Cal., reported gross income of $4,945,000 in 1985 on billings of $34,968,700. In 1984, it had gross income of $4,300,000 on billings of $30,730,800.

The agency's 1985 U.S. volume consisted of $6,100,000 in media, $5,410,300 in materials and services and $23,458,400 in capitalized fees. Its 1984 U.S. volume consisted of $5,333,200 in media, $4,707,200 in materials and services and $20,690,400 in capitalized fees. Included in the agency's figures were returns from its office in Newport Beach, Cal.

In 1985, BBDO Direct gained: ADT Securities Systems; Franklin Library; Money Intl. It lost: L'Eggs Hosiery; Portel Services.

Billings breakdown: Newspapers 12%, magazines 25%, supplements 1%, radio 1%, network tv 3%, spot tv 24%, cable tv 6%, business papers 2%, direct mail 26%.

BBDO Direct's top execs: Edward L. Nash, president-ceo; Edward A. Leiman, director finance; Ian MacKelden, director client services. Senior vps—Brian Anderson, media director, radio/tv; Lois Seiden, media director, print; Marshall Barrett, group acct mgr; Lucille Guardala, creative director. Employes: 71 in 2 offices.

Phone: (212) 418-7200.

Bloom Cos.

RANK 49

Dallas

($ in millions)

Worldwide	1985	1984	% chg
Gross income	21.7	21.2	2.4
Billings	170.0	142.0	19.7

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	15.2	Magazines	30.4
Radio	19.2	Network tv	9.9
Spot tv	21.4	Outdoor	3.9

Work force and facilities in 1985

	Employes	Offices
Worldwide	310	2
Domestic	310	2

Annual review

Increased business from the beverage but non-beer side of Anheuser-Busch helped push billings up 19.7%, although gross income grew only 2.4% reflecting the March, 1985, sale of Bloom Business Agency in Houston to its management, the August, 1984, sale of Automated Production, a typesetting operation in Dallas, and the May, 1985, closing of SRB Advertising in Dallas and the merging of its clients into the main Bloom agency there.

U.S. accounts

Gained: Anheuser-Busch beverage div, Saratoga Springs bottled water, Baybry's wine cooler; Anheuser-Busch, Campbell Taggart div, Colonial, Rainbo, Kilpatricks, Grants Farm baked goods; SeaPak, Farm Rich snack sticks, SeaPak fish filets, Booth/Wakefield fish filets; Pinkerton Tobacco, Red Man chewing tobacco; Airwick, Bully and Swish toilet bowl cleaners; Lykes Bros., Lykes meats; Gaines Foods, Tast-Tee Chunks dog snacks.

Lost: Fox & Jacobs; New York Air; Stearns & Foster.

Officers

Bloom Cos.: Robert H. Bloom, chmn-ceo; C. Anthony Wainwright, president; Marion T. Flores, senior vp-cfo. Bloom Agency (Dallas): C. Anthony Wainwright, ceo; Paul MacMahon, chmn-coo; Robert J. Fudge, president, exec creative director. Senior vps—Sherri Babcock, mgmt super; Arlen D. Bryant, creative business affairs; Robert D. Cecil, director rsch; Ian Fawn-Meade, John P. Kendrick, creative directors; Stephen Price, group mgmt super. Bloom Agency (New York): Robert H. Bloom, ceo; Jeffrey I. Fine, chmn-coo; Penelope J. Hawkey, president, creative director. Senior vps—James Clarke, art director; Hal Goluboff, creative; Steve McCloskey, director acct mgmt; Lili Rodriguez, media director; Barbara Russo, director broadcast production. Bloom Public Relations: Alan Hilburg, president. Impact Promotions of the Southwest: C. Anthony Wainwright, ceo; Debra Richard-Benedek, gm.

Phone: (214) 638-8100.

Bozell, Jacobs, Kenyon & Eckhardt

RANK 14

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	173.7	150.6	15.4
Billings	1,220.0	1,047.2	16.5
U.S.	**1985**	**1984**	**% chg**
Gross income	155.7	133.8	16.4
Billings	1,100.0	935.2	17.6

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	770	641	20.2
Materials/services	130	113	15.3
Capitalized fees	199	181	10.1

Billings breakdown by media

Newspapers	13.4	Magazines	20.0
Radio	14.2	Network tv	20.8
Spot tv	25.0	Cable tv	2.1
Outdoor	1.2	Yellow pages	3.3

Work force and facilities in 1985

	Employes	Offices
Worldwide	2,600	64
Domestic	2,200	29

Office billings ($ in millions)

BJK&E	New York	277.4
BJK&E	Union, NJ	38.3
BJK&E	Atlanta	35.9
BJK&E	Boston	34.3
BJK&E	Birmingham, Mich.	125.0
BJK&E	Omaha, Neb.	50.3
BJK&E	Chicago	122.0
BJK&E	Minneapolis	79.5
BJK&E	Los Angeles	86.5
BJK&E	Dallas	235.2
BJK&E	Houston	16.6

Annual review

Bozell & Jacobs, bought in 1985 by Lorimar Inc., and folded into Lorimar-owned Kenyon & Eckhardt on Jan. 2, 1986, together with K&E had increased billings of 16.5% worldwide (17.6% U.S.), an increase of $173 million ($165 million U.S.). New clients gained by the combo, Nabisco's Planters peanuts, Tyco Toys, Texas Instruments and Faberge, will account for $181 million in new billings. The agency had $90 million in internal growth from American Airlines, Minnesota Business Equipment, American Stores and Mutual of Omaha. Seagrams and Armour frozen foods, the major losses, walked out with their combined $30 million in billings. Only Houston, of the agency's regional shops, suffered a loss. Its 7.7% decline was traced to clients in the depressed oil business. The agency is looking for a 15%-20% growth increase for 1986. Agency parent, Lorimar, a publicly held producer of tv programing, was bought in October, 1985, by Telepictures.

U.S. accounts

Gained: Electronic Data Systems; Nabisco Planters Peanuts; Tyco Toy Co.; Beatrice, County Line cheese; Weber-Stephen prods; American Insurance Group; McDonald's (Houston); Faberge; Texas Instruments.

Lost: Seagrams wine cooler; Armour frozen foods; Firstel; Stauffer Chemical; ICI Americas; Speedy Muffler King.

Foreign accounts

Gained: Patek Philippe (Switzerland); Boh Tea, Dreamland Matresses (Malaysia); Bell Helicopter Canada Ltd., Salmson Pumps (Canada); Weber-Stephen Products Co. (Canada, England); Texas Instruments (England, France); Smith Kline, Nouvelles Galleries (France); Thailand Tourist Authority (Thailand); Hiram Walker, Johnson & Johnson (Hong Kong); Chase Manhattan Bank, Diner's Club (Singapore).

Lost: American Airlines, Oberon Intl. (England); Avco Financial Services (Canada); Sterling Drugs (Malaysia); VO5 (Singapore); Moet-Mandrine (France).

Officers

Alan J. Jacobs, chmn emeritus; J. Liener Temerlin, chmn of the board; Leon Arther Kelmenson, chmn exec committee. Vice chmn of the board—Joseph Caggiano, cfo; S. Frankfurt, office of the president; David Bell (Atlantic div). Ron DeLuca, president; Charles D. Peebler Jr., ceo; H. Don Carlos, exec vp. Senior vps—H.E. Borst, secretary; Joseph Engelbert, comptroller; Kenneth E. Gard, treasurer; James M. Keck; Duane Schlichting. Vps—David Harken, budget director; John L. Johnson, data processing mgr; Michael L. Schultz.

Phone: (212) 206-5000.

Brouillard Communications

RANK 87

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	10.7	8.9	19.9
Billings	71.3	59.5	19.9

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U.S. billings ($ in millions)

	1985	1984	% ch
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	18.7	Magazines	13.9
Supplements	11.9	Radio	3.6
Network tv	23.7	Spot tv	9.2
Outdoor	0.7	Other	18.3

Work force and facilities in 1985

	Employes	Offices
Worldwide	110	2
Domestic	110	2

Office billings ($ in millions)

Brouillard Communications	New York	60.0
Brouillard Communications	Pittsburgh	11.3

Annual review

This J. Walter Thompson Co. subsidiary, which registered a 19.9% growth in billings, expects a leveling off to 9%-10% in 1986. That increase will come largely from new business, because current clients—10 of which were gained in 1985—are holding steady or slightly increasing their budgets. Brouillard is a specialty shop in corporate and financial services, business-to-business and association advertising and pr.

U.S. accounts

Gained: American Physical Therapy Assn; Union Mutual Life Insurance Co.; Financial Security Assurance; Natl Knitwear & Sportswear Assn; Reichold Chemicals; Monroe Systems for Business; Atlantic Cos.; Mead Data Central; Signal Environmental Systems.

Lost: Fidata; Sonat.

Officers

James H. Foster, president. Senior vps—Irene A. Hansen, admin, agency services; Terrence Hill, exec creative director; Richard Eymann, Miranda Lee, J. Douglas Longmire, Carl Rhodes, Henry Rissmeyer, Robert Scott, acct directors; Michael Faulkner, Carl LeVander, group creative directors; Betsy Halpern, pr director; Frank Massaro, media director; Jeff Lewis, senior writer; Larry Scaglione, adv services.

Phone: (212) 867-8300.

Earle Palmer Brown Cos.

RANK 69

Bethesda, Md.

($ in millions)

Worldwide	1985	1984	% chg
Gross income	14.3	12.1	18.1
Billings	103.6	84.4	22.7

U.S. billings ($ in millions)

	1985	1984	% ch
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	15.0	Magazines	8.0
Supplements	2.0	Radio	16.0
Network tv	1.0	Spot tv	30.0
Outdoor	1.0	Bus. papers	5.0
Transit	1.0	Point of sale	1.0
Direct mail	8.0	Catalogs	1.0
Dir. resp. tv	2.0	Dir. resp. radio	1.0
Dir. resp. news.	2.0	Dir. resp. mags.	1.0
Telemarketing	2.0	Pei	3.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	265	4
Domestic	265	4

Annual review

Using current clients as the base, EPB expects 1986 capitalized volume to hit $120 million, an increase of 16%. The agency, however, gained potentially $45 million in new business in 1985, much of this to be realized in 1986. The agency purchased the Richmond office of Interpublic's Campbell-Ewald Co. in January, 1986. EPB is primarily a fee and time-based agency, with many of its clients paying their own media. About 30%-40% of its business is in pr, sales promotion and direct marketing.

U.S. accounts

Gained: Roy Rogers Restaurants; Big Boys of America; Internet; Sperry; Cellular One of Pa.; Retirement Community Developers; Sheraton Hotels (Mid-Atlantic div); GEICO Insurance; American Federation of Information Processors Society; Marine Midland, commercial div; Blue Cross/Blue Shield of MD; Wall-to-Wall Sounds; Valley Forge Medical; First Pennsylvania Bank; West Jersey Health Care; Marcal Paper; Heilig-Meyers Furniture; Natl Liberty Insurance; STSC; Trump Casino.

Lost: State of Maryland Tourism; Interstate Brands; Continental Bank; Silo; Trump Casino; N.V. Homes; Radisson Hotel.

Officers

Chmn—Earle P. Brown; Allan S. Kalish (Philadelphia). Presidents—Jeb Brown, ceo; Mitch Politzer, direct; George Gunn (Philadelphia). Exec vps—Mark Goldstein; Powell Blue, finance; Howard Rice (Philadelphia). Senior vps—Rick Hatch, direct; Joe Carri, creative; Ron Mueller, pr; Clark Tyler, public affairs.

Phone: (301) 657-6000.

Leo Burnett Co.

RANK 10

Chicago

($ in millions)

Worldwide	1985	1984	% chg
Gross income	269.4	253.5	6.3
Billings	1,868.5	1,734.8	7.7
U.S.	**1985**	**1984**	**% chg**
Gross income	179.7	163.2	10.1
Billings	1,269.9	1,132.0	12.1

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	1,075	961	11.9
Materials/services	147	130	13.0
Capitalized fees	48	42	13.5

Billings breakdown by media

Newspapers	7.0	Magazines	15.0
Supplements	3.0	Radio	2.0
Network tv	51.0	Spot tv	14.0
Outdoor	8.0	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	3,997	43
Domestic	1,657	5

Annual review

Leo Burnett Co.'s healthy 12% increase in domestic billings offset the resignation of the Nestle overseas account and unfavorable dollar translations. Overseas billings accounted for 32% of Burnett's total billings but were down 0.2% for the year. Growth in 1986 is expected from existing accounts like Pillsbury (Totino's and Jeno's) and United because of its expansion into Asia-Pacific routes formerly run by PanAm, and new account, Seven-Up (worth $40 million-plus) gained in 1985.

Leo Burnett celebrated its Golden Anniversary and began construction of its new headquarters in the Chicago North Loop.

U.S. accounts

Gained: Seven-Up Co.; M&M/Mars; McDonald's Operators (Chicagoland, Northwest Indiana).

Lost: American Bankers Assn; Wilson Sporting Goods Co.; Nestle Co.

Officers

John J. Kinsella, president-ceo; Norm Muse, president-ceo, chief creative officer; Wayne A. Wiggins, vice chmn; Hall Adams, chmn-ceo, USA; Richard Fizdale, president, chief creative officer, USA; Thomas D. Heath, vice chmn, corp devel.

Phone: (312) 565-5959. ☑

Campbell-Mithun

RANK 26

Minneapolis

($ in millions)

Worldwide	1985	1984	% chg
Gross income	49.8	45.0	10.5
Billings	331.8	300.3	10.5

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	11.0	Magazines	21.0
Supplements	2.0	Radio	7.0
Network tv	18.0	Spot tv	37.0
Outdoor	1.0	Bus. papers	4.0
Yellow pages	1.0	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	696	2
Domestic	696	2

Office billings ($ in millions)

Campbell-Mithun	Minneapolis	221.8
Campbell-Mithun	Chicago	110.0

Annual review

This Ted Bates Co. subsidiary registered a 10.5% over-all increase in billings paced largely by internal growth from existing business—General Mills, Intl Dairy Queen, Kroger Co., Montgomery Wards, Midway Airlines and Anderson Corp. Campbell-Mithun's new products development group accounted for 60% of the internal growth. New client growth characterized the newer Chicago shop which registered a 21.8% increase in billings. The Chicago office has gained a number of new food service accounts, which the agency sees as a future growth area.

U.S. accounts

Gained: Interstate Brands, bread and snack cake divs; Great Clips; Cargill, flour div; United Health Care Corp; Mead Johnson, new prods; Poly-Tech; Computer Depot; Minnesota Twins; Bob Evans Farms, restaurant div; *Chicago Sun Times*; Conway Import Co.; Intl Multifoods, Morey's and Reuben's meats div; Kraft Foods, new prods, special projects, foodservice; Wilson Foods Co.; John Morrell & Co., food service div.

Lost: Canteen Corp; BH&G Real Estate Service; Jockey for Her; Johnsonville Sausage.

Officers

William D. Dunlap, chmn-ceo; Dean R. Koutsky, vice chmn; David A. Oium, cfo; William E. Stein, president-coo; Joseph L. Berner, Madeline Betsch, H. David Francis, Marvin S. Goldsmith, Jordan H. Krimstein, Howard P. Liszt, Kenneth A. Probst, James S. Stein, Bruce T. Sutherland, exec vps.

Phone: (612) 347-1000.

Chiat/Day

RANK 30

Los Angeles

($ in millions)

Worldwide	1985	1984	% chg
Gross income	44.1	27.8	58.8
Billings	294.3	226.6	29.9

U.S. billings ($ in millions)

	1985	1984	% chg
Media	177	160	10.3
Materials/services	28	24	17.1
Capitalized fees	90	43	110.1

Billings breakdown by media

Newspapers	10.0	Magazines	13.0
Radio	10.0	Network tv	40.0
Spot tv	20.0	Cable tv	2.0
Outdoor	4.0	Transit	1.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	332	3
Domestic	332	3

Office billings ($ in millions)

Chiat/Day	Los Angeles	150.7
Chiat/Day	San Francisco	71.8
Chiat/Day	New York	71.8

Annual review

Miller Beer Plank Road and Pizza Hut were the locomotives behind the agency's 30% increase in billings, and a full year of spending from these clients should pay off for the agency in 1986.

In 1986, Chiat/Day has lost its recent $3 million Neutrogena (soap) acquisition, and the $50 million Apple Computer account is under review as the client reassesses its U.S. marketing program, seeking strategy proposals from both Chiat and BBDO. Chiat sees much of its growth coming internally, and expects its New York unit to stimulate new business.

Officers

Jay Chiat, chmn-ceo; Guy Day, co-chmn; Lee Chow, president. Exec vps—Fred Goldberg, coo; Bob Wolf; Tom Patty; Gene Cameron. Senior vps—Steve Hunt, cfo; John Yost; Ross Van Dusen; Jane Newman; Bob Dion; Greg Helm.

Phone: (213) 622-7454.

Cole & Weber

RANK 61

Seattle

($ in millions)

Worldwide	1985	1984	% chg
Gross income	17.0	13.4	26.9
Billings	121.6	96.9	25.5
U.S.	**1985**	**1984**	**% chg**
Gross income	15.5	13.4	15.8
Billings	110.5	96.9	14.0

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	60	57	4.9
Materials/services	12	9	29.4
Capitalized fees	38	30	26.4

Billings breakdown by media

Newspapers	19.0	Magazines	17.0
Radio	16.0	Network tv	2.0
Spot tv	27.0	Outdoor	3.0
Bus. papers	15.0	Other	1.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	265	7
Domestic	223	5

Office billings ($ in millions)

Cole & Weber	Seattle	56.1
Cole & Weber	Portland, Ore.	15.1
Cole & Weber	Salt Lake City	7.8
Cole & Weber	San Francisco	17.0
Cole & Weber	Los Angeles	7.3

Annual review

Big increases from existing accounts Boeing, World Airways and Weyerhaeuser and the purchase of Maxwell Arnold Advertising in San Francisco (with billings of about $17 million) helped boost U.S. billings by 14%, but the first-year's contribution of $11.2 million from acquisition, WestCan/C&W in Vancouver and Calgary, gave Cole & Weber an over-all boost in billings of 25.5%. This more than offset the $7 million in billings lost with the departure of Rainier National Bank and Seaworld.

U.S. accounts

Gained: Yokohama Tire Co.; Sun Diamond Growers; Ferrin Corp; Levi Strauss; Liquor Barn; The Wine Group; Household Rsch; FHP; Hardee's; Fender; Bonneville Power Admin; Tri-Met; Union Carbide; Lucite; Caddex Corp; Washington State Tourism; Eagle Crest; Oregon Dairy Prods; Northwest VW Dealers.

Lost: Roman Meal; Seaworld; Rainier Natl Bank.

Foreign accounts

Gained: Pacific Western Airlines, A & W Restaurants, Armstrong Foods-West, Dairyland, Labatt's, Mandarin Hotels (Canada).

Officers

Harold C. Dixon, chmn. Presidents—Harold A. Newson; Robert Bryant, WestCan-Cole & Weber Vancouver. Vice chmn—Richard G. Hadley (Northwest); Leonard L. Bartlett (California); Stuart Henderson, WestCan-Cole & Weber Vancouver. James W. Schulz, senior vp-treasurer. Exec vp-mng dirs—Clark Kokich (Seattle); Dale Robley (Portland); Joe Phelps (Los Angeles); Gene Sokol (San Francisco); Dave Thomas (Salt Lake City). Robert Wheatley, exec vp-director of pr.

Phone: (206) 433-6200.

Creswell, Munsell, Fultz & Zirbel

RANK 94

Cedar Rapids

($ in millions)

Worldwide	1985	1984	% chg
Gross income	10.1	8.9	13.8
Billings	67.5	59.3	13.8

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	4.0	Magazines	—
Radio	11.0	Spot tv	18.0
Outdoor	1.0	Bus. papers	3.0
Farm pubs.	24.0	Other	39.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	172	2
Domestic	172	2

Office billings ($ in millions)

Creswell, Munsell	Cedar Rapids	45.1
Creswell, Munsell	Des Moines	22.4

Annual review

Consumer activity led by CMFZ's big agro-business clientele—Pioneer Hi-Bred, Dow Chemical and Elanco div of Eli Lilly—helped increase billings by 13.8% for this Y&R subsidiary. In 1986, CMFZ already is experiencing a 30% increase in the billings base for Blue Cross/Blue Shield of Iowa, Farm Plan Corp., Universal Gym Equipment and Omrom—accounts ranging from $1 million to $2.5 million in current billings.

U.S. accounts

Gained: Deere & Co., sales, finance; Elanco Products Co., Surflan, Balan, Paarlan, Rubigan; Farm Plan Corp, revolving credit plans for production agriculture; Rousch Products; Universal Gym Equipment; Blue Cross/Blue Shield of Iowa; Duds 'N Suds; Frye Copysystems; Iowa Methodist Medical Center; Protein Technologies; Nebraska Management; Freedom Banking. PR only: Dow Chemical Canada, Lorsban 15G, Lorsban 4E; Seaboard Farms of Athens, Gold-n-Fresh chickens; Athletic Training Specialists, athletic knee braces; Bradley &

Top 10 agencies by % growth in world income, '85-84

Rank '85	Agency	World income % chng	1985	1984
1	Griffin-Bacal	150.3	$17.6	$7.0
2	Fallon McElligott Rice	148.1	12.0	4.8
3	Rumrill-Hoyt	59.5	21.1	13.2
4	Chiat/Day	58.8	44.1	27.8
5	Ammirati & Puris	44.4	19.5	13.5
6	Richards Group	39.1	10.9	7.8
7	Towne, Silverstein Rotter	37.3	10.5	7.7
8	DBG&H Unlimited	35.8	9.7	7.2
9	Kobs & Brady Advertising	32.2	10.2	7.7
10	Saatchi & Saatchi Compton Worldwide	30.6	440.9	337.5

Top 10 agencies by % growth in U.S. income, '85-'84

Rank '85	Agency	U.S. income % chng	1985	1984
1	Griffin-Bacal	150.3	$17.6	$7.0
2	Fallon McElligott Rice	148.1	12.0	4.8
3	Rumrill-Hoyt	59.5	21.1	13.2
4	Chiat/Day	58.8	44.1	27.8
5	Wells, Rich, Greene	48.2	95.1	64.2
6	Ammirati & Puris	44.4	19.5	13.5
7	Richards Group	39.1	10.9	7.8
8	Towne, Silverstein Rotter	37.3	10.5	7.7
9	DBG&H Unlimited	35.8	9.7	7.2
10	Kobs & Brady Advertising	32.2	10.2	7.7

NOTE: Dollars in millions
Compiled from the top 100 agencies

Top 10 agencies by % growth in world billings, '85-'84

Rank '85	Agency	World billings % chng	1985	1984
1	Griffin-Bacal	150.3	$117.0	$46.8
2	Fallon McElligott Rice	148.1	80.0	32.3
3	Ammirati & Puris	44.4	130.0	90.0
4	Towne, Silverstein Rotter	37.3	70.0	51.0
5	Richards Group	35.8	72.3	53.2
6	Kobs & Brady Advertising	35.2	70.3	52.0
7	Saatchi & Saatchi Compton	31.8	3,033.1	2,301.7
8	Chiat/Day	29.9	294.3	226.6
9	Stone & Adler	29.8	106.7	82.2
10	Sawdon & Bess Advertising	28.7	70.3	54.6

Top 10 agencies by % growth in U.S. billings, '85-'84

Rank '85	Agency	U.S. billings % chng	1985	1984
1	Griffin-Bacal	150.3	$117.0	$46.8
2	Fallon McElligott Rice	148.1	80.0	32.3
3	Ammirati & Puris	44.4	130.0	90.0
4	Towne, Silverstein Rotter	37.3	70.0	51.0
5	Richards Group	35.8	72.3	53.2
6	Kobs & Brady Advertising	35.2	70.3	52.0
7	Stone & Adler	33.0	96.8	72.7
8	Chiat/Day	29.9	294.3	226.6
9	Sawdon & Bess Advertising	28.7	70.3	54.6
10	DBG&H Unlimited	28.5	64.9	50.5

NOTE: Dollars in millions
Compiled from the top 100 agencies

Riley, law firm; CSS Enterprises, retirement community devel; Dow Chemical USA, agricultural insecticides; The Eska Co., marine prods; Iowa Farm Bureau Federation, internal and external communications audit.

Lost: Eagle Signal Controls; CE-JET Committee; Connor's; Mid America Savings Bank; Iowa Bankers Assn; Massey-Ferguson; Younker's; Racom; Pioneer Farm Information Management Systems.

Officers

E. William Munsell, CMFZ chmn, exec vp Y & R USA; Richard D. Meyocks, president-ceo; William J. Fultz, exec vp, mng director (Des Moines). Senior vps—Richard F. Mayes, mng director, pr div; Marvin L. White, mng director (Cedar Rapids); James E. Meeks, treasurer, director business affairs; Weston R. Ritchie, director Signal Communications; Gerald L. Anderson, director Signal Design Ltd., assoc creative director; Frank C. Baker Jr., acct mgmt; Robert N. Cline, market & media services; William H. Fritz, exec art director; Ronald D. Howes, creative director; Terry J. Stoffer, director client services; Ira W. Way, Robert P. Zirbel, Richard H. Gerdes, acct supers.

Phone: (319) 395-6500.

C&W Group

RANK 24

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	51.0	53.3	(4.3)
Billings	338.9	370.0	(8.1)

.S. billings ($ in millions)

	1985	1984	% chg
Media	285	315	(9.5)
Materials/services	34	37	(7.1)
Capitalized fees	21	19	12.8

illings breakdown by media

lewspapers	3.0	Magazines	8.0
ladio	—	Network tv	49.0
Spot tv	28.0	Outdoor	2.0
Direct mail	6.0	Other	4.0

Work force and facilities in 1985

	Employees	Offices
Vorldwide	580	6
Domestic	580	6

ffice billings ($ in millions)

Cunningham & Walsh	New York	214.9
BBDM/Cunningham & Walsh	Chicago	25.0
Direct Marketing Agency	Stamford, Conn	60.0
Reiser Williams deYong	Irvine, Cal	40.0

Annual review

C&W Group, an amalgam of four agencies headed by Cunningham & Walsh, New York, suffered a drop in billings of 8.1% reflecting the loss in 1984 of Brown & Williamson and ear-end departure of Mitsubishi. However, 1986 looks more promising ecause of $28 million in new billings, otably from Lehn & Fink and new assignments from Panasonic and P&G. C&W is seeking to grab another auto ccount and to acquire a healthcare agency. Existing clients—P&G, American Home Products and Beecham—are expected to have strong years in 1986. C&W Group is owned by Mickelberry Corp., New York.

U.S. accounts

Gained: Panasonic; AAMCO; Lehn & Fink; Siliconix; Northern Illinois Commuter Rail; Beecham House prods; Republic Health Care.

Lost: Mitsubishi; Qantas; Lennox Industries; *Dallas Morning News* newspaper.

Officers

Chmns—An[illegible] C. Chevins, ceo; Norman J. [illegible], Direct Mktg Agency; Rich[illegible] Reiser, Reiser Williams deYong, [illegible]ce M. Malfa, president-coo; Warren E. Albright, exec vp.

Phone: (212) 683-4900.

Quirks and quakes

Needham Harper Worldwide's mission statement: "To make the world's best advertising and have a glorious time doing it."—*Keith Reinhard, chairman-ceo.*

Dailey & Associates

RANK 51

Los Angeles

($ in millions)

Worldwide	1985	1984	% chg
Gross income	21.1	22.2	(4.8)
Billings	140.9	147.9	(4.8)

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Work force and facilities in 1985

	Employees	Offices
Worldwide	261	1
Domestic	261	1

Annual review

A drop in billings of 4.8% was effected heavily by the loss of Mattel worth about $3-$4 million and California Avocado Commission worth about $1 million. Dailey, part of the Interpublic Group of Cos., will get good mileage in 1986 from new business gains, including the new Western Airlines account, worth about $25 million, and close to $5 million in new business from Pillsbury's Godfather Pizza chain of pizzerias.

U.S. accounts

Gained: Western Airlines; Carnation, Friskies Buffet catfood; Pillsbury, Godfather's Pizza; Beatrice, Hunt Wesson; Thomas J. Lipton, Lawry's Dip 'n Eat.

Lost: Valley Natl Bank of Arizona; Mattel; Christian Bros.; California Avocado Commission.

Officers

Phillip Joanou, chmn-ceo; Clifford J. Einstein, president, creative director; Helen Canard, senior vp, treasurer. Exec vps—Stephen Chabre, coo; Robert Brownson, acct group director. Senior vps—Donald Effler, Roger Van Remmen, mgmt supers; Michael Ridel, Andrew Romano, group creative directors; Marc Feidelson, media director; John Reinking, director mktg rsch. Vps—Len Cutler, Frank Farrell, Brian Morris, Jane Fox, mgmt supers; Dennis Kanegae, William Cline, acct supers; Michael Faulkner, Martin MacDonald, Frank LaCommare, assoc creative directors; Jay Oswald, creative director; Earl Gauger, creative super; Robert Belton, director broadcasting; Frank McMahon, network negotiator; Martin Foody, Connie Robinson, George Troll, assoc media directors; Grace Hendrickson, director print production; Heidi Ehrke, admin; Robin Deibler, traffic mgr. Ray Lunney, mng director (Hong Kong); Yoshiya Negisha, president (Tokyo); Bernard Chan, chmn, mng dir (Singapore); Frank Manning, chmn (London).

Phone: (213) 386-7823.

Dancer Fitzgerald Sample

RANK 17

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	121.5	110.4	10.0
Billings	879.3	758.0	16.0

U.S.	1985	1984	% chg
Gross income	118.9	109.2	8.8
Billings	861.8	750.2	14.9

U.S. billings ($ in millions)

	1985	1984	% chg
Media	862	750	14.9
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	1.8	Magazines	12.4
Supplements	2.1	Radio	5.5
Network tv	36.7	Spot tv	34.7
Cable tv	2.3	Outdoor	1.7
Bus. papers	2.6	Farm pubs.	1.0
Fel	—	Other	0.2

Work force and facilities in 1985

	Employees	Offices
Worldwide	4,258	46
Domestic	1,801	13

Office billings ($ in millions)

Dancer Fitzgerald Sample	New York	731.9
Dancer Fitzgerald Sample	San Francisco	35.0
Dancer Fitzgerald Sample	Torrance, Cal	95.0

Annual review

DFS gained nearly $50 million in billings from Masters Brewing, Donnelly Directories and Information Publishing, Stauffer Chemical, Pioneer Electronic and Pacific Northwest Bell, which accounted for almost half of its 16% increase in worldwide billings. Dorland Advertising in February, 1986, in effect bought DFS when it lent $75 million to DFS Holdings officers—Stuart B. Upson, chairman-ceo, Peter F. McSpadden, president, William McC. Vickery and Robert E. Kennedy, vice chmn, and Gary M. Susnjara, chmn DFS/NY—to buy all shares in DFS, and also wrote into the agreement an option for Dorland to buy 100% of DFS common stock at any time. The companies began to form a bond in 1970 when they started handling each other's clients in respective markets. A more direct linkage occurred two years ago when Dorland acquired Dancer's London office. Dorland's parent, Saatchi & Saatchi Co. plc is providing funds for the buyout.

U.S. accounts

Gained: DFS/NY: Masters Brewing; Donnelly Directories; Donnelly Information Publishing; Stauffer Chemical; *U.S. News & World Report*; Agri-Diagnostics Assn; L'Eggs, direct mktg div. DFS/San Francisco: Pacific Northwest Bell; Bell & Howell; Hewlett Packard, microwave and communications instrument group. DFS/Southern California: Pioneer Electronics; AlpWater USA; Thompson, consumer prods; Toyota, industrial equipment.

Lost: DFS/SC: Aston-Tate.

Foreign accounts

Gained: Emery Air Freight, I.E.S. Citroen, S.C. Johnson new prods, Richardson-Vick Vapo-Rub, cough drops, Formula-44, inhalers (Argentina); Mobex, Natl Car Rental (Australia); Shulton Caricia fabric softener, Cyanamid agri prods, Christian Dior (Brazil, Middle East); Hewlett Packard (Brazil); Bell Data Systems, S.T.P. Oil, Nike, Wendy's fast food restaurants (Canada); Hushpuppies Chile, Johnson & Johnson de Chile (Chile); American Home Products, Kolynos toothpaste, toothbrushes, Black Flag insect repellant, Griffin Cream shoe polish (Colombia); Dansk Speditorforening, (Denmark); Chen Yu cosmetics, Guy Degrenne cutlery-tableware (France); Beecham, Pirelli Tyres (Holland); Wrangler, Pierre Cardin, Holiday Inn (India); Autogrill highway restaurants, Faxe Intl beer, IDIM medicated toiletries (Italy); CPC Japan Ltd., Campbell Japan soup and Godiva, Wine Insitute of Cal. (Japan); Vistar-Moulinex, Renault Jeep (Mexico); Polaroid, Sharp, Giorgio perfumes (Middle East); Esselte Systems (Norway); Best Foods' Mazola corn oil, Corona Breweries (Puerto Rico); Sperry, Iberia Airlines, S.E.A.T. Automobiles, Black & White Whiskey (Spain); Faxe Intl. soft drinks, Tetra Pak (Sweden); Bridgestone Tires (Switzerland); Austin Rover, Blue Nun, Harp Lager, Eden Valeski dairy prods (U.K.); Moulinex, Shering Labs Corilin Analgesic, Firestone tires, Mennen (Venezuela).

Lost: Ultracomb home appliances (Argentina); Malaysian Tourist Board (Australia); *La Nacion* newspaper (Chile); Bridgestone tires, Duracell (Denmark); Hoffman La Roche plasters and cough remedies (Holland); Bata (India); Wendy's fast food restaurants (Italy); Mennen (Mexico); L'Oreal (U.K.)

Officers

DFS Holdings: Stuart B. Upson, chmn-ceo; Peter F. McSpadden, president-coo; William McC. Vickery, Robert E. Kennedy, vice chmns. DFS/NY: Gary M. Susnjara, chmn; Joseph P. Mack, president. Exec vps—Freeman C. Bunn, Richard F. O'Brien, Robert E. Weekes, exec mgmt directors; Allen Banks, media director; Stanley Becker, Jack Keil, Eric Weber, exec creative directors. DFS/SC: James Lindsey, chmn. DFS/SF: Ronald Colnett, chmn.

Phone: (212) 661-0800.

D'Arcy Masius Benton & Bowles

RANK 8

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	319.5	335.4	(4.7)
Billings	2,181.3	2,314.4	(5.8)

U.S.	1985	1984	% chg
Gross income	197.5	217.9	(9.4)
Billings	1,333.1	1,480.1	(9.9)

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	5.0	Magazines	12.0
Radio	10.0	Network tv	45.0
Spot tv	25.0	Outdoor	2.0
Yellow pages	1.0	Other	—

Work force and facilities in 1985

	Employees	Offices
Worldwide	6,844	104
Domestic	2,774	25

Office billings ($ in millions)

D'Arcy MacManus Masius	New York	72.5
D'Arcy MacManus Masius	San Francisco	28.0
D'Arcy MacManus Masius	St. Louis	200.0
D'Arcy MacManus Masius	Bloomfield Hls, Mich	180.0
D'Arcy MacManus Masius	Chicago	150.0
D'Arcy MacManus Masius	Atlanta	17.0
Benton & Bowles	New York	388.1
Benton & Bowles	Houston	15.6
Manning, Selvage & Lee	New York	16.8
D'Arcy MacManus Masius	Los Angeles	15.0
D'Arcy MacManus Masius	Minneapolis	10.0
Medicus Intercon Int'l	New York	65.2

Annual review

DMM merged with Benton & Bowles in mid-year, giving the combined shop coverage in nine major U.S. cities and 24 foreign countries. Account losses, some client conflicts, caused a drop in U.S. billings of 9.9% and a 5.8% decline worldwide after factoring in a non-U.S. gain of 1.7%. Three departed because of client conflict—Strohs Schlitz Malt Liquor left B&B/NY with its $6 million in billings because of DMM's Budweiser business: Texaco left B&B/NY with its $24 million account because of Amoco's ($25 million) presence at DMM; Gaines took its $19 million account from B&B/NY because of DMM's Mars' Kal Kan ($21 million), which later left the agency, too. Big losses included AT&T at DMM/NY, worth $32 million; $35 million from Hardee's at B&B/NY; $17 million from Nabisco at B&B/NY; $15 million from Beatrice's Tropicana at B&B/NY; $10 million for P&G's Zest at B&B/NY; $19 million for Gaines Foods at B&B/NY. B&B's London media director and vice-chairman, Ray Morgan, left to form his own media-buying company after the merger and $54 million in media-buying business went with him. The London shop subsequently reported a drop of 24.7% in billings for 1985.

Some big gains included MCI which brought its consumer account to DM/B&B, which already handled MCI's business-to-business. MCI now represents a potential $40 million in business. Some $17 million came from ConAgra for frozen foods network buying, $10 million from A&P, $9 million from ConAgra's Armour Banquet Foods, $5 million each from Televideo Systems, Southern Electric Co., Wilson Sporting Goods, Wisconsin Milk Marketing Board and Jeffrey Martin (Ayds), and $4.5 million from General Motors. The agency estimates worldwide gains at 70 clients. Merger shakeout also affected the management side. DMB&B president/coo Hal Bay (former chairman/ceo DMM) was squeezed out in a power play between DMB&B chief Jack Bowen (former chairman/ceo B&B) and DMB&B USA president Roy Bostock (former president B&B). DMB&B's first order is to shore up accounts. B&B fired 50 in May, largely as a result of lost business. B&B has lost an estimated $127 million in billings the past two years. The combined agency had laid off 400 of its 6,500 worldwide workforce by the end of the year.

U.S. accounts

Gained: A & P; Axlon; ConAgra, consumer frozen foods, Armour Banquet Foods, media buying; Bloomington Chamber of Commerce; CBS Cable Connect; Chicago Convention & Tourism Bureau; COSYN; Georgia Power; Dow Chemical, corp adv; GMF Robotics; Jeffrey Martin, Ayds; McFaddin Ventures; Minneapolis Plaza Hotel; Missouri State Lottery; Pernod; Po Folks restaurants; Rax restaurants; Shopko Stores; Southern Electric Co.; Televideo; Universal Pensions; Pillsbury, Van de Kamp; Warehouse Club; WBBM-TV; Weyerhaeuser, Woodland Products div; Wilson Sporting Goods; Winegrowers of Cal.; Wisconsin Milk Mktg Board.

Lost: Anheuser-Busch media buying; Beatrice; Campbell Taggart Baking; County Line cheese; Tropicana; BMC/Interconics; Coleman; Convest; Crown Zellerbach; Detroit Convention Bureau; Ericsson; First Natl Bank; Gaines Foods; General Tire; Hardee's fast food restaurants; Magic Pan; Nabisco; Pinkerton; Pitney Bowes; Quincy's; Stroh, Schlitz malt liquor; Texaco; Zurich American.

Foreign accounts

Gained: Coopers & Lybrand, Mitsui computers, New Zealand Apple & Pear Board fruit juice, Nissan Dealer Advertising Assn (New Zealand); Airwick air freshners, Bonomelli Boncrok Kambusa, Fiat Croma, Bauli Panettone (Italy); KLM Airline, Marlboro leisure wear, Berkshire hosiery, Natl Bank of Greece credit cards, Schick razors, BASF tapes (Greece); Shakey's Intl, Coppertone, Maybelline cosmetics, Scholl, NCR computers/systems (Singapore); Sterisal Oy hospital supplies (Finland); Mars Cesar dog food and Kal Kan cat food, Royal Canadian Mint (Japan); Steirische Brauindustrie Reininghaus beer (Austria); Danish Liquor Mfrs Harleken, Hellerup Bank (Denmark); Bristol-Myers deodorants, Continental Tyres (South Africa); Sheba cat foods, Data-Team Lotus software (Sweden); Firestone tires, El Aquila beer (Spain); EAC Business Systems office automation, Tobacco Exporters Intl Craven cigarets (Hong Kong); Peanut Mktg Board, Australian Travel Industry Assn, Sportscraft LaCoste leisure wear, ACI computers, Papa Guiseppi frozen foods, Richardson-Vicks Vidal Sassoon haircare, Swift & Moore's Pernod (Australia); Compucard electronic shopping, McDonald's, Shell Netherlands oil transport (Netherlands); Dandy chewing gum, Swift & Moore's Pernod, Veuve Clicquot champagne (Germany); 20th Century Fox, Lotus De-

Top 10 agencies in newspaper billings*

Rank	Agency	Newsp. billings 1985	Newsp. billings 1984	U.S. billings 1985	U.S. billings 1984
1	Foote, Cone & Belding	$213.2	$239.7	$1,323.0	$1,214.0
2	Bozell, Jacobs, Kenyon & Eckhardt	147.4	NA	1,100.0	935.2
3	Ogilvy Group	145.5	97.4	1,694.5	1,497.9
4	Young & Rubicam	133.1	138.0	1,656.4	1,632.3
5	J. Walter Thompson Co.	129.1	137.8	1,604.2	1,387.3
6	Doremus & Co.	121.3	119.1	173.2	152.7
7	Doyle Dane Bernbach Group	101.8	86.8	1,099.4	981.7
8	Grey Advertising,	97.8	82.8	1,221.9	1,034.6
9	Leo Burnett Co.	88.9	90.6	1,269.9	1,132.9
10	Wells, Rich, Greene	76.1	80.3	633.8	618.0

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* From 92 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

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velop computer software, Shakey's Intl, Imperial Tobacco's Embassy Regal cigarets (U.K.); Argencafe coffee growers, Radio Shack (Argentina); General De Restaurants, Nike (Mexico).

Lost: Hewlett Packard computers, Duracell batteries (New Zealand); Zanussi, Del Monte, Campbell Soup (Italy); Phoenix insurance, Robe Di Kappa sportswear (Greece); Acemark foods and beverages, Triump lingerie/swimwear (Singapore); Tauno Kurhonen furniture, Tallberg sportswear (Finland); Miele electrical appliances (Austria); Citroen, Black & Decker (Denmark); Potato Board (South Africa); Eurocard credit cards (Sweden); Grundig tv/video, Yamaha motorcycles (Spain); Peugeot-Talbot cars, McDonald's fast food restaurants, Mars Marathon, Danish Dairy Board's Lerpac butter, Allied Lyons wine and spirits; General Foods, Telstar Records, Richardson-Vicks, Spillers Foods, Brooke Bond Oxo Red Mountain coffee, Bosch power tools; United Biscuit chocolate (U.K.); Hong Kong School of English (Hong Kong); Apple & Pear Growers Assn, Mutual/NMSA Building Society investments, Queensland Newspaper, Kern Homes, Tresurary Australia retail chain, Masterfoods Australia Uncle Ben's rice, NSW Egg Corp, Richardson-Vicks Topex (Australia); Lindener Gilde Stimoral chewing gum, Kimberly Clark toilet tissue, Nestle chocolate yogurts, Lee jeans (Germany); Brand beer, Buisman candy and sugar, Continental Tires (Netherlands); Cigarra La Moderna, Brittania (Mexico).

Officers

John S. Bowen, chmn-ceo. Presidents—Roy J. Bostock, USA div; Peter T.W. Redsell, intl div; George J. Simko, Diversified Co. div. Exec vps—Robert F. Lyman, Craig D. Brown, co-cfo; Bernard Kanner, intl div.

Phone: (212) 758-6200.

Davis, Johnson, Mogul & Colombatto

RANK 62

Los Angeles

($ in millions)

Worldwide	1985	1984	% chg
Gross income	16.9	14.1	20.1
Billings	116.4	101.4	14.7

U.S. billings ($ in millions)

	1985	1984	% chg
Media	96	82	17.2
Materials/services	11	11	0.4
Capitalized fees	10	9	9.6

Billings breakdown by media

Newspapers	17.0	Magazines	3.0
Radio	22.0	Spot tv	54.0
Outdoor	3.0	Direct mail	1.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	220	4
Domestic	220	4

Office billings ($ in millions)

DJM&C	Los Angeles	78.2
DJM&C	San Francisco	22.3
DJM&C	Portland, Ore.	5.1
DJM&C	Baltimore	10.8

Annual review

DJMC added a pr partner, Gelman & Gray Communications, and Hispanic advertising subsidiary, Ad Latina, as existing clients, McDonald's, Ralphs Grocery Co. and Glendale Federal Savings added new assignments that helped expand DJMC billings 14.7% and gross income 20.1%. Founded in 1958 by Bob Davis and Robert "Collie" Colombatto, the agency expanded to San Francisco in 1972 and Portland and Baltimore in the 1980s to service national accounts.

U.S. accounts

Gained: Ralphs Grocery Co., "The Giant"; McDonald's Operators Assn (Central California coast, Portland, Ore., Medford Ore.); Glendale Federal Savings, American Title Co.; Lamborghini West (Beverly Hills, Cal.).

Lost: Forest Lawn Memorial Park.

Officers

Chmns—Robert M. Davis, ceo; Robert J. Colombatto, coo. Brad A. Ball, president; Ronald Kojis, exec vp, director client services. Senior vps—John Turner, operations; Peter Coutroulis, creative director; Mark Davis, mgmt super. Steve Orenstein, finance.

Phone: (213) 383-3332.

DBG&H Unlimited

RANK 96

Dallas

($ in millions)

Worldwide	1985	1984	% chg
Gross income	9.7	7.2	35.8
Billings	64.9	50.5	28.5

☑

Office billings ($ in millions)

DBG&H Unlimited	Dallas	53.3
DBG&H Unlimited	Albuquerque	1.5
DBG&H Unlimited	Austin, Tex.	1.1
DBG&H Unlimited	Fort Worth	2.6
DBG&H Unlimited	Houston	1.2
DBG&H Unlimited	Phoenix	2.2
DBG&H Unlimited	San Antonio	3.0

U.S. billings ($ in millions)

	1985	1984	% chg
Media	65	50	28.5
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	30.0	Magazines	15.0
Radio	20.0	Network tv	10.0
Outdoor	5.0	Direct mail	5.0
Fa	—	Other	15.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	225	7
Domestic	225	7

Annual review

Strength in new and existing real estate-oriented clients helped stimulate billings by 36%, although the agency says current commercial and residential real estate slowdown will have an impact on 1986. DBG&H, a specialist in multi-use real estate projects, added in February, 1986, Laino-Ludwig of Santa Fe, N.M., which expands its coverage of the Southwest to eight cities. The shop billed about $2,250,000 in 1985, and its main client is the State of New Mexico's Department of Tourism & Economic Devel.

U.S. accounts

Gained: Alamo Title Insurance; Americana Hotel; Ashmont Devel Co.; Barnes/Connally; Braewood Homes; Callaway Properties; City Center Devel; Commodore Insurance Co.; The Crescent; David Davidson; Ebby Halliday Realtors; Emily Morgan Hotel; First Houston Bank; Genstar Roofing Products; INFOMART; MEPC American Properties; Metro Hotels; Nash Phillips/Copus; Natl Mortgage Corp of America; Property Co. of America; SHWC Architects; State of New Mexico Dept of Tourism & Economic Devel; Staubach Co.; Texas Turnpike Authority; Trans-Cities Properties; U.S. Funds Express; The Watson & Taylor Cos.; Wen-Clay Intl; Woodmont Cos.; Woodmont Devel.

Lost: Toyota of San Antonio; Galleria Real Estate Devel (New Orleans); Humana Hospital.

Officers

David C. Dozier, president; Sharon J. Baca, Martha L. Gallier, senior vps. Vps—Kyle Crews, director devel; Ann Hall, director pr; Fran Wittenberg, creative director; Brenda Sandoz, Lauren Ivy, Cindy Seamans, Ken Maxwell.

Phone: (214) 871-2151.

Della Femina, Travisano & Partners

RANK 34

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	36.7	33.0	11.2
Billings	245.0	220.0	11.4

Office billings ($ in millions)

DFT&P	New York	178.0
DFT&P	Los Angeles	67.0

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	196	176	11.2
Materials/services	23	21	11.5
Capitalized fees	26	23	12.6

Billings breakdown by media

Newspapers	12.0	Magazines	15.0
Medical journ.	1.0	Radio	11.0
Network tv	30.0	Spot tv	25.0
Cable tv	2.0	Outdoor	1.0
Bus. papers	2.0	Transit	1.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	381	3
Domestic	381	3

Annual review

Two account gains—Carls' Jr. Restaurants and Hayes Microcomputer Products—could each generate billings of $15 million in 1986, and coupled with another gain, Pacific Southwest Airlines ($2 million), Della Femina expects growth to at least match the 11.4% billings increase of 1985. The Hayes computer account influenced the decision to expand into Atlanta in November, 1985.

U.S. accounts

Gained: Pacific Southwest Airlines; Carl Karcher Enterprises, Carls' Jr. Restaurants; Hayes Microcomputer Products; Commodity Exchange, Comex; Financial Guaranty Insurance Co., FGIC; Mr. Build; WXRK-FM; KCET-TV; Ohrbachs.

Lost: Treesweet Products Co.; Singapore Airlines; First Boston Corp.

Officers

Jerry Della Femina, chmn; James D. Travis, vice chmn-coo; Louise McNamee, president; James Weller, exec vp, partner; Ted Charron, exec vp; Peter Stranger, gm, partner; Rochelle Udell, Frank Donino, Bill Keeshan, Carl Kotheimer, Matt Mansfield, Dennis Remsing; Mark Yustein, senior vps.

Phone: (212) 421-7180.

Profiles with a checked box (☑) indicate an independent cpa or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by Advertising Age. *See story on Page 6.*

Diener/ Hauser/ Bates

RANK 85

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	11.2	11.4	(2.5)
Billings	112.9	112.4	0.4

U.S. billings ($ in millions)

	1985	1984	% chg
Media	105	105	(0.4)
Materials/services	8	7	12.1
Capitalized fees	—	—	—

Office billings ($ in millions)

Diener/Hauser/Bates Co.	New York	64.4
Diener/Hauser/Bates Co.	Los Angeles	38.7
Diener/Hauser/Bates Co.	San Francisco	2.8
Diener/Hauser/Bates Co.	San Diego	3.3
Diener/Hauser/Bates Co.	Ft. Lauderdale	3.4
Diener/Hauser/Bates Co.	Miami	0.3

Billings breakdown by media

Newspapers	45.0	Magazines	21.0
Radio	5.0	Network tv	2.0
Spot tv	26.0	Outdoor	1.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	166	6
Domestic	166	6

Annual review

D/H/B, a subsidiary of Ted Bates, increased capitalized volume slightly by 0.4%, reflecting billings generated by internal growth and by eight new accounts that covered the loss in August of the $9 million Columbia Pictures account in New York, Los Angeles and San Diego.

U.S. accounts

Gained: City Natl Bank; Concorde Cinema Group; Interrent; Lachman Co.; Makers of Kal; Omnibus Computer Graphics; PM&O Lines; TuneUp Masters.

Officers

Herbert S. Hauser, chmn; Henry Weintraub, president. Exec vps—David Dember, creative; Norman Trell, media. Senior vps—Perry Sperber, controller; Cheryl Lodinger, media director.

Phone: (212) 840-3300.

Direct Marketing Agency

RANK 97

Stamford, CT

($ in millions)

Worldwide	1985	1984	% chg
Gross income	9.6	7.5	27.8
Billings	63.4	49.5	28.0

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	0	0	105.5
Materials/services	4	3	14.3
Capitalized fees	59	46	29.0

Billings breakdown by media

Direct mail	95.0	Other	5.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	100	1
Domestic	100	1

Annual review

Eastern Airlines (23% of total billings), Stuart Pharmaceuticals (15%) and Wyeth Labs (11%) each recorded increases of 5% to 10% in billings, and sizable new account gains contributed to a sharp billings increase of 27.9% at DMA, which became a division of Cunningham & Walsh (part of C&W Group) in late 1984. Increased competition in the direct marketing field and the pending takeover of Eastern Airlines ($14.6 million in billings) by Texas Air Corp. are possible dark clouds in 1986.

U.S. accounts

Gained: Citytrust (Bridgeport); Wang Labs; Merrill Lynch Relocation Mgmt.

Lost: Comp-U-Card; Natl Benefit Insurance; Purdue Frederick Co.; Pfizer, Roering div; Data General.

Officers

Norman J. Suslock, chmn-president; Ira Wolff, Robert J. McKeown, exec vps; Samuel Raskin, Richard C. Wharton, senior vps.

Phone: (203) 357-7895.

Direct Marketing Group

RANK 58

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	17.6	14.1	24.8
Billings	101.6	82.1	23.8

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Direct mail	75.0	Dr. resp. tv	5.0
Dr. resp. radio	5.0	Dr. resp. news	5.0
Dr. resp. mags.	5.0	Pe	5.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	355	3
Domestic	350	3

Annual review

Sitmar Cruises and Pitney Bowes, new clients that helped increase billings 24%, will continue to influence agency growth in 1986, as will a full year of activity from D.M. Group Ltd., a direct marketing agency formed by DMG in London in November, 1985.

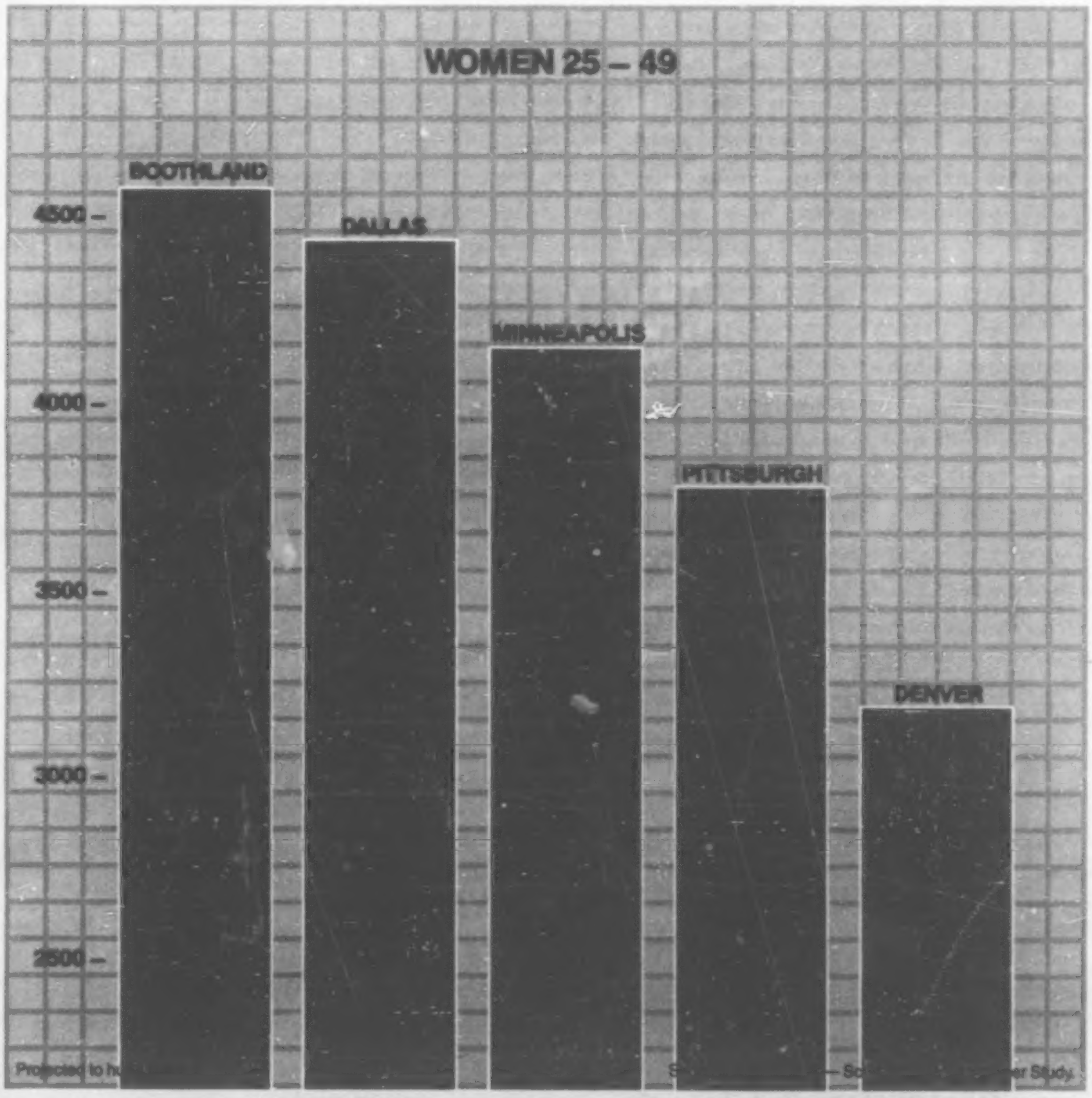
U.S. accounts

Gained: Sitmar Cruises; Pitney Bowes, business machines; Commodore, business machines; *FMR* magazine; CPI, technical education; Taxi Publishing Inc., magazine; Bank of New York; InterBusiness Card, trade exchange.

Lost: Nutri/System, weight loss systems; Merle Norman cosmetics.

Foreign accounts

Gained: Pronta Print; Monsanto, agri chemicals; Natl Giro Bank, visa card promo; Halifax Building Society, card cash.



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Officers

John A. De Pasquale, chmn; Robert W. Beidler, John W. Booth, Evan R. Katz, Theodore Krismann, Ralph Miele, Michael Pennette, Suti Prakash, Peter Pauker, Michael Sowyak, Wiliam Marano, William Forlenza, Paul R. Nelson, senior vps.

Phone: (212) 355-2530.

W.B. Doner & Co.

RANK 43

Southfield, Mich.

($ in millions)

Worldwide	1985	1984	% chg
Gross income	27.8	26.9	3.4
Billings	185.2	179.0	3.5

U.S. billings ($ in millions)

	1985	1984	% chg
Media	127	123	3.4
Materials/services	29	28	3.6
Capitalized fees	29	28	3.8

Billings breakdown by media

Newspapers	10.3	Magazines	9.6
Radio	16.5	Network tv	7.8
Spot tv	53.0	Outdoor	1.1
Yellow pages	0.1	Direct mail	1.6

Work force and facilities in 1985

	Employees	Offices
Worldwide	427	6
Domestic	403	4

Office billings ($ in millions)

W.B. Doner & Co	Detroit	93.3
W.B. Doner & Co	Baltimore	47.1
W.B. Doner & Co	Los Angeles	8.4
W.B. Doner & Co	St. Petersburg	18.9

Annual review

xpansion into the retail industry is he goal of W.B. Doner in 1986, which ecorded a modest 3.4% increase in illings in 1985 largely because of a 5% increase in billings from its large Detroit office. Declines came from its LA and Baltimore shops. Already, in 986 the agency has gained Genie Home Products (div of North Amerian Philips), Delmar Window Covering and WDIV-TV, Detroit. Doner lso added two new shops in 1985, ringing its total to six.

U.S. accounts

Gained: American Assn of Retired Persons; A.S. Abell, *Baltimore Sun*; Atlantique; Balt District Ford Dealers; Coast Savings & Loan; Cub Foods; Hamady Bros.; Hickory Farms; MD Blue Cross/Blue Shield; Northern Ohio Buick; Piedmont Buick; RKO Homevideo; Sohio-Gulf; Wisconsin Buick.

Lost: American Hardware Supply; D.O.C. Linen Center.

Officers

W.B. Doner, chmn exec committee; H.D. Fried, chmn. Presidents—Mihael Shapira (Detroit); William Hooper (Baltimore). James Dale, vp, orp.

Phone: (313) 354-9700.

Doremus & Co.

RANK 46

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	26.5	23.1	14.7
Billings	174.7	152.7	14.4
U.S.	**1985**	**1984**	**% chg**
Gross income	26.3	23.1	13.8
Billings	173.2	152.7	13.4

U.S. billings ($ in millions)

	1985	1984	% chg
Media	126	101	24.5
Materials/services	—	—	—
Capitalized fees	47	52	(8.2)

Billings breakdown by media

Newspapers	70.0	Magazines	23.0
Radio	2.0	Spot tv	2.0
Cable tv	2.0	Outdoor	1.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	319	8
Domestic	316	7

Office billings ($ in millions)

Doremus & Co.	Chicago	10.3
Doremus & Co.	Boston	10.9
Doremus & Co.	Los Angeles	3.9
Doremus & Co.	San Francisco	4.2
Doremus & Co.	Washington	2.3
Doremus & Co.	New York	141.2

Annual review

Growth of 15% in billings volume reflected a strong contribution from financial services. Doremus services four of the top five financial houses: Salomon Bros., Goldman Sachs, Morgan Stanley and First Boston. Only Merrill Lynch is outside its purview. Financial advertising was one of three divisions created in a companywide reorganization that also set up a public relations unit in addition to a general advertising division.

Doremus moved into London to service 11 U.S.-based clients and seek new business. Expansion into Japan will occur in 1986, as will expansion of both the general advertising division, including its direct marketing activity, and the pr operations, which currently account for about one-third of Doremus' business. Doremus had its biggest January ever in 1986, but it is cautious about extending this optimism over the entire year because "clients are waiting to see the new tax laws before developing new products or advertising."

U.S. accounts

Gained: Delta Dental Plans Assn; Tobacco Institute; MIW Investors of Washington; Beal Co.; Natl Assn of Letter Carriers; Philipp Bros.; Phibro Salomon, crude oil marketer; Landbank Equity; Bark Cards Inc., dog tags; J.F. Dalton Associates; Transmarket Group; Rothschild Inc.; WSR Futures; PEC Israel Economic Corp, wholesale electronic appliances; Refco, commodities exchange.

Lost: STM Electronics; Geico; Coldwell Banker; Republic of Turkey.

Foreign accounts

Gained: Union Bank of Switzerland.

Officers

Franklin Schaffer, honorary chmn; Curtis Troeger, chmn-ceo; Barry McMennamin, vice chmn; Carl Anderson, cfo. Presidents—Richard Truitt, corp pr; Barbara Taylor, mkt share. William Palmer, Wesley Truestell, Ralph Wenhoener, John Eckleberry, exec vps. Senior vps—David Capano, media; Charles Gay, Philip Sievers, genl adv; Alan Quinby, news operations; Nina Palmer-Sweeney, pr; Andrew Quinn, Stanley Rygor, Ray Zipko, financial adv; David Caparo, creative; Robert Allen (Boston); Tomlin Gardner (Chicago); John Haering (San Francisco).

Phone: (212) 964-0700.

Doyle Dane Bernbach Group

RANK 12

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	231.8	213.4	8.6
Billings	1,668.3	1,478.3	12.9
U.S.	**1985**	**1984**	**% chg**
Gross income	168.6	154.0	9.5
Billings	1,211.3	1,085.1	11.6

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	893	805	11.0
Materials/services	137	134	2.8
Capitalized fees	181	147	23.1

Billings breakdown by media

Newspapers	8.5	Magazines	24.8
Medical journ.	5.1	Supplements	0.5
Radio	2.9	Network tv	24.8
Spot tv	18.7	Cable tv	2.3
Outdoor	0.6	Farm pubs.	2.0
Transit	0.1	Point of sale	0.9
Yellow pages	1.2	Direct mail	3.7
Dir. resp. tv	0.8	Dir. resp. radio	0.1
Dir. resp. news.	0.7	Dir. resp. mags.	0.5
Fsi	—	Other	1.8

Work force and facilities in 1985

	Employees	Offices
Worldwide	3,456	56
Domestic	2,125	21

Office billings ($ in millions)

DDB	New York	408.5
DDB	Detroit	111.8
DDB/West	Los Angeles	128.6
DDB/West	San Francisco	35.3
DDB/West	Denver	9.0
York, Alpern	Los Angeles	2.5
Cargill, Wilson & Acree	Atlanta	30.0
Fletcher/Mayo/Associates	St. Jos., Mo.	61.7
Kallir, Philips, Ross	New York	111.8
Milici, Valenti, Smith, Park	Honolulu	23.5
Bernard Hodes Adv	New York	141.0
Rapp & Collins	New York	44.8
Direct Response Group	Dallas	40.7

Annual review

Growth in U.S. billings of 11.6% was largely internally driven, although $43 million came through acquisition of Direct Response Group, Dallas, and York, Alpern Inc., a Los Angeles medical agency. DDB registered sizable losses in Polaroid and Atari, which took $45 million in business elsewhere, but existing clients, Nabisco and Brown & Williamson, covered that loss with $50 million in new assignments. These two accounts and Seagrams, Volkswagen, Audi and Clairol (Loving Care) should continue to stimulate billings in 1986, says the agency. On the personnel side, a new president, Peter Falcone came on board at DDB/NY, which suffered a loss in billings in 1985, and Alan Pando became president-ceo at DDB/West in early 1986. The agency's top creative officer, Roy Grace, recently left with two other DDB execs to form his own agency. DDB has lost a number of top officers since the death of founder William Bernbach in 1982.

U.S. accounts

Gained: DDB/New York: Nabisco Brands, cereals, margarines; Cruise Lines Intl Assn; American Airlines, Pan-European; Joseph E. Seagrams & Sons, Crown Royal, Kessler, Captain Morgan Spiced Rum, Myer's Jamaican Rums, Leroux Cordials. DDB/West: Sea World; First Nationwide Savings. Cargill, Wilson & Acree: Mighty Distributing System of America; LINC Switch; Robinson Humphrey/American Express. Flether/Mayo/Associates: Natl Pork Producers; Continental Packaging; Midland Savings & Loan; Sonoco Products Co.; Reflector Hardware. Kallir, Philips, Ross: J&J Baby Products Co., Sundown. Milici Valenti Smith Park Advertising: Marine Culture Enterprises; Western Ilikai. Rapp & Collins: GTE, Sylvania; Carte Blanche; Neiman-Marcus, catalog.

Lost: DDB/New York: Ziebart Intl; Peoples Savings of Bridgeport; Carteret Savings Bank; North American Phillips. DDB/West: Straw Hat Pizza; Coast Federal Savings & Loan; Southern California Gas Co.; Western Airlines. Cargill, Wilson & Acree: Bank South. Fletcher/Mayo/Associates: American Federal Savings; Guys Foods; Rival Mfg; FMC Corp. Kallir, Philips, Ross: Wyeth Laboratories, Ativan, MSA. Milici Valenti Smith Park Advertising: Mid Pacific Air; First Interstate Bank; Pizza Hut (Hawaii). Rapp & Collins: Hanes Corp, L'Eggs catalog; CARE, fundraising.

Foreign accounts

Gained: East West Cargo transport, Elders Pastoral (Australia); Berndorf dinnerware (Austria); Quick Intl fastfoods, VDM margarine (Belgium); Delsey luggage (Belgium, France); Canada Cancer Society, Popsicle (Canada); Hasbro, Poulain chocolate, Otard (France); Spanish Tourist Board, American Airlines, Bayerische Vereinsbank, Seagrams MM sparkling wines, Blendax toothpaste (Germany); Jardine Mktg Services shampoo (Hong Kong); American Airlines (London, Germany); Koblenz vacuum cleaners (Mexico); Blendax toothpaste (Netherlands); Mazda Motors of New Zealand (Brown Christensen/New Zealand); Seagrams Macieira & Ca (Portugal); Meridien Hotels (Singapore); Johnson Wax shaving gel, Canada Dry (Tandem/DDB Madrid); Margaret Astor/Beecham shampoo (Tandem/DDB Barcelona); Klorin cleaning liquid (Falk & Pihl/DDB Sweden); Union Bank of Switzerland, Subaru corp image, Diners Club card (Switzerland); Johnson Wax, Mac Pherson, Dutch Dairy Bureau cheese, Memorex, Delsey luggage (London).

Lost: Northern Territory Tourist Comm., Illawara Mutual Building Society finances, Bridgestone PVC Windows, Stihl Chain Saws (Australia); ITT (Belgium); Shulton Canada hair care (Canada); Laboratories Vaillant (France); Knorr, Johnson Wax, Miele home appliances, Schiesser clothing, Berentzen distillery, Diepal bread (Germany); Crown Motors Toyota, Communications Services, Dantas Ikea (Hong Kong); Sterling Drugs (Singapore); Renfe Spanish Natl Railways (Madrid); Solis Industrias petfood, Panrico mini rolls (Barcelona); Dagens Industries newspaper (Falk & Pihl/DDB Sweden); American Express, *Boebachter* magazine (Switzerland); COI Energy, Walkers snacks, Harveys Bristol Cream, Tuborg, Lufthansa, Superswitch security switches (London); Polaroid (London, Australia, Austria, Belgium, Canada, France, Hong Kong, Mexico, Netherlands, Spain, Sweden and Switzerland).

Officers

Joseph R. Daly, chmn. Presidents—Barry E. Loughrane, ceo; John Bernbach, intl div. Robert G. Pfundstein, exec vp, chief financial and admin officer. DDB/New York: Peter Falcone, president. Exec vps—Michael Drexler, director media; Ruth B. Ziff, director rsch, mktg; Lawrence J. Iannuzzelli, Lloyd Highbloom, Martin H. Kreston, Rein Luik, Grant V. Roberts, David Sklaver, Peter J. Tate, acct group directors; Michael J. Mangano, Jack U. Mariucci, John R. Noble, Thomas J. Yobbagy, creative directors.

Phone: (212) 415-2000.

DDB/West

This Los Angeles-based DDB subsidiary reported gross income of $19,980,000 in 1985 on billings of $175,488,684. In 1984, it reported gross income of $16,088,000 on billings of $137,766,220.

The agency's 1985 U.S. volume consisted of $141,579,228 in media, $14,709,456 in materials and services and $19,200,000 in capitalized fees. Its 1984 U.S. volume consisted of $118,156,320 in media, $10,759,900 in materials and services and $8,850,000 in capitalized fees.

Included in the agency's figures were returns from its offices in San Francisco and Denver, and from York Alpern/DDB Los Angeles.

In 1985, the agency gained: Sea World (San Diego, Orlando, Cleveland); Cypress Gardens. It lost: Coast Federal Savings; 7Up Foods, Nouvelle soups, Juice Up; Southern California Gas Co.; Tropicana Hotel; Western Airlines; Borel Restaurants; Straw Hat Pizza; Wendy's Franchise.

Billings breakdown: Newspapers 14.9%, magazines 13.3%, radio 9.6%, network tv 31.5%, spot tv 23.6%, cable tv 1.9%, outdoor 5.2%.

Top execs: Chmn—Montgomery McKinney, DDB West; Martin Michael (San Francisco). Presidents—Alan Pando, DDB West; Jerry Gibbons, ceo (San Francisco); Richard Edler, ceo (Los Angeles); John Geisen, ceo (Denver). Exec vps—S. Kornblit, director client service; Robert Kuperman, creative director. Senior vps—James Pero, director media; Jeri Moore, director rsch; Murielle Schulze, finance, admin; Rich Jarc, Bruce Miller, Roger Lavery, mgmt supers. Employes: 272 in 4 offices.

Phone: (213) 937-5100.

DYR Worldwide

RANK 31

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	41.5	36.6	13.3
Billings	288.7	250.1	14.7
U.S.	**1985**	**1984**	**% chg**
Gross income	20.8	21.7	(4.0)
Billings	143.2	136.5	4.9

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	6.0	Magazines	45.0
Radio	7.0	Network tv	21.0
Spot tv	14.0	Cable tv	1.0
Outdoor	4.0	Yellow pages	2.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	693	10
Domestic	251	3

Office billings ($ in millions)

DYR Worldwide	New York	64.5
DYR Worldwide	Los Angeles	78.4

Annual review

DYR, a joint venture of Y&R and Dentsu, experience slow growth on the U.S. side as billings increased 5.9%. A general economic slowdown, less direct marketing activity caused by reduced client budgets, and the loss of Tomy Toys and Pacific Southwest Airline, which took their aggregate $18 million in billings elsewhere, were cited as major influences on growth. The agency formed a new subsidiary, DYR Public Affairs in New York.

U.S. accounts

Gained: Los Angeles: Century Plaza Hotel; Daiwa; Del Monte; Gemco, Lucky Stores; Kentucky Fried Chicken Co-op; Westin Hotels. New York: Finlandia Vodka; Mouton Cadet wine.

Lost: Pacific Southwest Airlines; Roman Meal; Tomy Toys.

Foreign accounts

Gained: Ansett Hotels & Resorts (Australia), Adidas (Hong Kong, Japan, Malaysia, Singapore, Thailand); Mita copiers, New Zealand Insurance, Remy XO Cognac, Royal Canadian Mint (Hong Kong); Bayer Yakuhin, Daigo Eiyo Kagaku, Daiichi Seiyaku (Japan); Dunlop Tyres, Suzuki Motorcycles (Malaysia); Air Canada, Asia Motors, Mazda, Fiat, Lancia (Singapore); AT&T Directories, J&J baby oil, Singer Corp (Thailand).

Lost: Johnson & Johnson, United Airlines (Hong Kong); Sarawak Motor, Toyota land-cruisers (Malaysia).

Officers

Hideharu Tamaru, chmn (Tokyo); Alexander Brody, president-ceo (New York); Shunya Hashiguchi, president DYR (Japan); Peggy Healy, senior vp (New York); Jerry Roberts, chmn DYR USA; Shinzo Ueno, exec vp (Tokyo).

Phone: (212) 869-8350.

Eisaman, Johns & Laws

RANK 74

Los Angeles

($ in millions)

Worldwide	1985	1984	% chg
Gross income	12.8	12.1	5.9
Billings	85.1	80.4	5.8

Top 10 agencies in radio billings*

Rank	Agency	Radio billings 1985	Radio billings 1984	U.S. billings 1985	U.S. billings 1984
1	Bozell, Jacobs, Kenyon & Eckhardt	$156.2	NA	$1,100.0	$935.2
2	D'Arcy Masius Benton & Bowles	126.1	$113.6	1,202.6	1,359.8
3	J. Walter Thompson Co.	91.3	64.8	1,604.2	1,387.3
4	BBDO International	89.6	83.4	1,296.1	1,109.7
5	Young & Rubicam	89.5	89.1	1,656.4	1,632.3
6	Ogilvy Group	86.1	61.3	1,694.5	1,497.9
7	Foote, Cone & Belding	84.4	103.3	1,323.0	1,214.0
8	N W Ayer	51.5	52.9	652.0	652.5
9	Dancer Fitzgerald Sample	47.4	40.5	861.9	750.2
10	Tracy-Locke	46.3	48.0	272.3	239.8

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* From 82 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

U.S. billings ($ in millions)

	1985	1984	% chg
Media	78	72	6.4
Materials/services	5	5	0.4
Capitalized fees	4	4	1.5

Billings breakdown by media

Newspapers	7.0	Magazines	34.0
Supplements	3.0	Radio	18.0
Network tv	8.0	Spot tv	23.0
Outdoor	4.0	Bus. papers	2.0
Yellow pages	1.0	Other	—

Work force and facilities in 1985

	Employees	Offices
Worldwide	142	3
Domestic	142	3

Office billings ($ in millions)

Eisaman, Johns & Laws	Los Angeles	46.8
Eisaman, Johns & Laws	Chicago	16.0
Eisaman, Johns & Laws	Houston	[illegible]

Annual review

After two years of corporate reorganization, reducing costs and eliminating unprofitable accounts, EJL showed a modest billings increase of 5.8%. Each of its three offices recorded gains, particularly the smallest in Chicago where the EJL auto div was consolidated and grew to 29 Cadillac and Chevrolet dealer association accounts. Promising for 1986 is Price Pfister, the brass faucet manufacturer that has tripled its billings from 1985. Under the reorganization, succession planning was achieved and three officers named divisional president: Richard J. Westman, Dennis R. Coe and Dean R. Laws.

U.S. accounts

Gained: Tropic-Cal, sunglasses; Vita-Fresh; Price Pfister, brass mfr; Cadillac Dealer Advertising Assns.

Lost: Chicago Motor Club; Cadillac Advertising Assn (Dallas); Contel Cado Computers; WJR Radio (Detroit); WKQX-FM (Chicago).

Officers

J.R. Eisaman, chmn; Robert F. Laws, president, corp; Adrienne Hall, vice chmn; Dennis R. Coe, Dean R. Laws, Richard J. Westman, div presidents. Exec vps—James F. Benson, exec creative director; Jack J. Leener, mgmt super.

Phone: (213) 469-1234.

RANK
20

William Esty Advertising Co.

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	76.5	78.0	(1.9)
Billings	510.0	520.0	(1.9)

U.S. billings ($ in millions)

	1985	1984	% chg
Media	467	478	(2.3)
Materials/services	43	42	2.4
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	3.0	Magazines	18.0
Supplements	1.0	Radio	3.0
Network tv	43.0	Spot tv	18.0
Cable tv	1.0	Outdoor	12.0
Bus. papers	1.0	Other	—

Work force and facilities in 1985

	Employees	Offices
Worldwide	580	2
Domestic	580	2

Annual review

For the second year in a row, William Esty suffered a decline (1.9%) in both gross income and billings. The agency gained Travelers Corp. worth $14 million, Dramatic Results from Prince Matchabelli, and Texaco, an account normally worth $24 million, but likely to drop because of its costly legal entanglement with Pennzoil. Pulled from the agency were media buying for Chesebrough-Pond's, R.J. Reynolds' Winston cigaret account, the $13.5 million Seagram's account (Wolfschmidt, Black Tower Wines, Myer's Jamaican Rum, Leroux Cordials) and the $10 million American Home Products (Riopan and Riopan Plus) account.

U.S. accounts

Gained: Texaco; Travelers Corp; new assignments—Nissan Motor Corp, Mastercard Intl, Tambrands; Chesebrough-Pond's, Prince Matchabelli Dramatic Results.

Lost: Joseph E. Seagram & Sons; American Home Prods, Riopan, Riopan Plus; R.J. Reynolds, Winston; Chesebrough-Pond's, media buying.

Officers

Gordon Bushell, chmn-ceo; Laurence Wassong, president-coo.

Phone: (212) 692-6200.

RANK
57

Evans Communications

Salt Lake City

($ in millions)

Worldwide	1985	1984	% chg
Gross income	18.3	15.6	17.3
Billings	122.0	104.0	17.3

U.S. billings ($ in millions)

	1985	1984	% chg
Media	66	57	15.8
Materials/services	19	18	8.6
Capitalized fees	37	30	25.4

Office billings ($ in millions)

Evans Communications	Salt Lake City	24.0
Evans/Kraft	Seattle	36.0
Evans/Lynch, Rockey	San Francisco	13.0
Evans/Weinberg	Los Angeles	20.0
Evans/Bartholomew	Denver	11.0
Evans/Motta	Phoenix	12.5
Evans/Atlanta	Atlanta	5.5

Billings breakdown by media

Newspapers	24.0	Magazines	18.2
Radio	21.5	Network tv	4.0
Spot tv	27.9	Cable tv	0.5
Outdoor	3.9	Other	—

Work force and facilities in 1985

	Employees	Offices
Worldwide	295	8
Domestic	295	8

Annual review

Gains annualized at $24 million and losses of $8 million basically defined the year for Evans in which billings increased 17%, or $18 million. Two big accounts acquired at midyear, Arizona State Lottery and Straw Hat, should each materialize into $4 million accounts in 1986. The agency went on an acquisition binge, buying Barney McClure in San Francisco, Londergan Pariseau in Denver, and hiring the staff of Bruster Archer Ball in San Francisco. Phoenix, a hot market for Evans in which billings soared 66%, had two additions to acct services, senior vp Alan Rinfret and vp John Waters, and a media director, Robert Walters.

U.S. accounts

Gained: Coors, corp program; Arizona State Lottery; Brooks Cameras; Candle Corp, telephone information service; Dairy Queen of Western Washington; Famous Restaurants, Garcia's of Scottsdale and Famous Pacific Fish Co.; Lyon's Restaurants; Raleigh Cycle Co.; Salt Lake Convention & Visitors Bureau; Sheraton Scottsdale Resort; Southwest Savings & Loan; Straw Hat Pizza; ValuRite Pharmacies.

Lost: Drug Emporium of Arizona; Farrell Restaurants; Marineland; McDonnell Douglas Physician Systems, computer systems; Racor Industries, filtering devices.

Officers

Chmn—L. Glenn Snarr, ceo; Fran
Horsley, Evans/Kraft. Presidents—
Jon L. Johnson, coo; Arthur S. Ander
son, Evans/Salt Lake City; Charles R
Bartholomew, Evans/Bartholomew
Donald B. Kraft, Evans/Kraft; Ter
rence Lynch, Evans/Lynch Rockey
Philip A. Motta, Evans/Motta; Fre
derick G. Todman, Evans/Atlanta
Dell R. Nelson, Evans/Kraft (Port
land).

Phone: (801) 364-7000.

RANK
73

Fahlgren & Swink

Parkersburg, W. Va.

($ in millions)

Worldwide	1985	1984	% chg
Gross income	12.9	12.5	3.0
Billings	86.1	84.6	1.8

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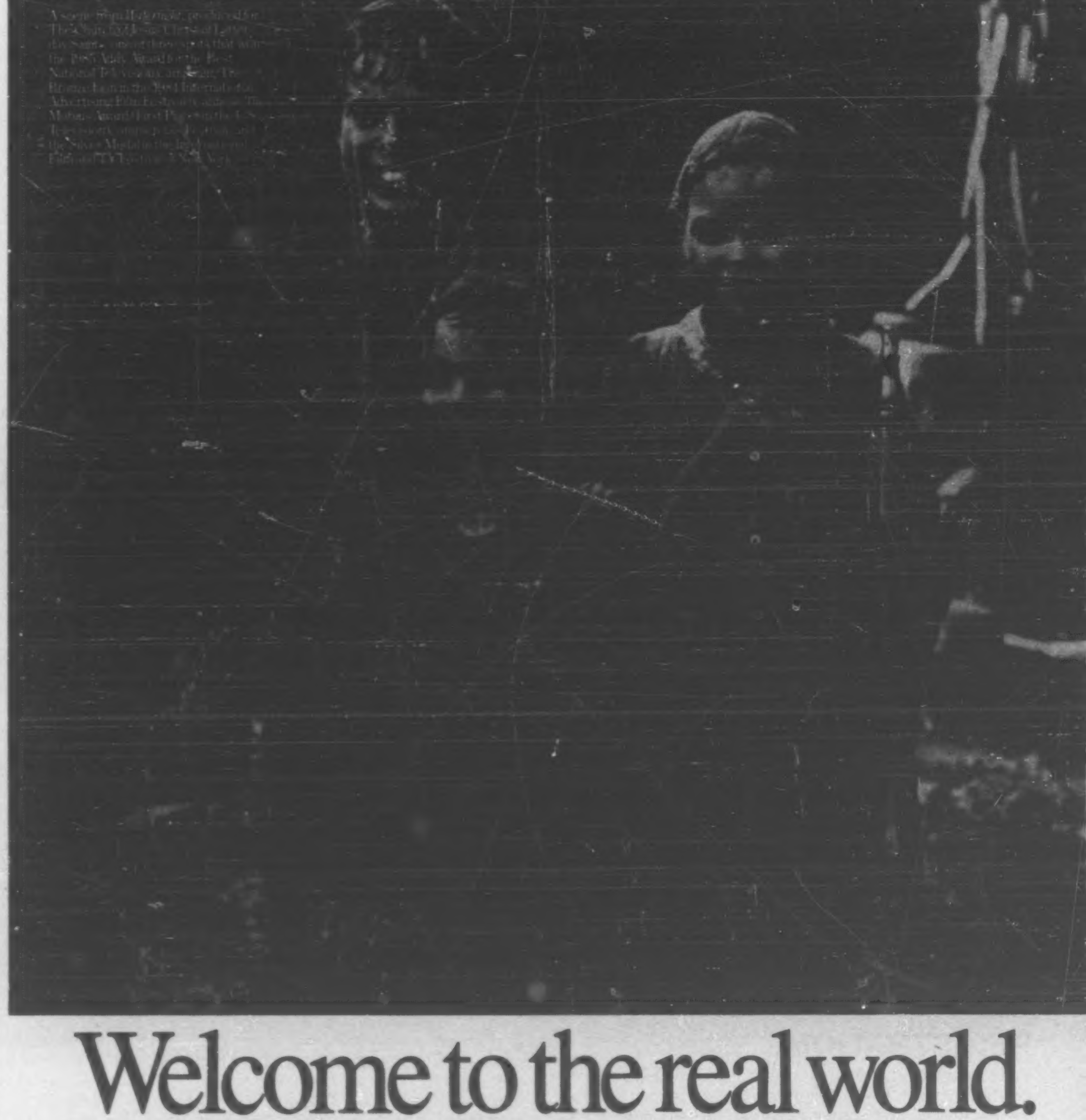

Welcome to the real world.

Products live (and die) in the real world. Their life expectancy depends on real people and whether they see a product as having any real benefit.

Yet most advertising today feels, well, like advertising. Contrived. Artificial. Anything but real.

At Bonneville Media Communications, the real world and the ad world work together. As a result, our work stands out from the clutter.

We've won every major advertising award in the U.S. and Europe. Articles in *Advertising Age, Ad Week, Madison Avenue* and *The New York Times* have recently applauded our efforts. And best of all, we've won the hearts of 300,000 viewers who have written to say 'thanks'.

At Bonneville, we think it's important that advertising live in the real world.

Because, after all, that's where your product lives.

We'd like you to see our reel. Call Jeff Hilton at (801) 237-1500. Bonneville Media Communications, 179 Social Hall Ave., Salt Lake City, Utah 84111.

BONNEVILLE
A full service Advertising Agency

U.S. billings ($ in millions)

	1985	1984	% chg
Media	27	29	(4.2)
Materials/services	8	8	(2.3)
Capitalized fees	51	48	6.1

Billings breakdown by media

Newspapers	8.0	Magazines	8.0
Radio	11.0	Network tv	6.0
Spot tv	30.0	Cable tv	1.0
Outdoor	2.0	Bus. papers	29.0
Yellow pages	5.0	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	252	7
Domestic	252	7

Annual review

A 1.8% growth in billings primarily reflected the loss of about $12 million in billings from Valvoline Motor Oil, which pulled its account in late 1984. The loss from that account held 25 years by the agency will be rebuilt in 1986 with $15 million in combined billings coming from new accounts, Hecks stores, West Virginia Lottery, Piper Aircraft and a McDonald's regional account. The 1985 new accounts added to 1986 gains so far—Big Drum ice cream and Kardex informations services—will provide annualized billings of $100 million in 1986, according to the agency.

U.S. accounts

Gained: Burlington Industrial Fabrics Co.; Hecks, discount stores; Loctite Corp, Loctite and Permatex prods; McDonald's, Eastern North Carolina; Piper Aircraft Corp; West Virginia Lottery.

Lost: Sonoco Products Co.

Officers

Chmns—H. Smoot Fahlgren, ceo; Blaine Gutermuth, exec committee; Ed Noonan (Toledo). Richard Fisher, president; James W. Swearingen, vice chmn-coo; Vince Backley, William W. Kight, vice chmns; Robert F. Guirlinger, secretary; William J. Farson, treasurer-cfo; Rodney B. Stegall, senior vp-corp creative services; Donald H. Rice, Richard Imes, John Ferry, Alf Nucifora, div presidents; Andy Chiodo, div gm.

Phone: (304) 424-3500.

Fallon McElligott Rice

RANK
79

Minneapolis

($ in millions)

Worldwide	1985	1984	% chg
Gross income	12.0	4.8	148.1
Billings	80.0	32.3	148.1

U.S. billings ($ in millions)

	1985	1984	% chg
Media	40	16	150.0
Materials/services	—	—	—
Capitalized fees	40	16	146.2

Billings breakdown by media

Newspapers	20.0	Magazines	26.0
Radio	18.0	Network tv	14.0
Spot tv	18.0	Other	4.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	102	1
Domestic	102	1

Annual review

A phenomenal billings growth of 148% for FMR, named agency of the year in 1983 by Advertising Age, was credited largely to new business gains paced by Armour frozen foods with a potential of $12 million, and the *Wall Street Journal* and Federal Express ZAP Mail, both possible $10 million accounts. Losses took away only $2.5 million in billings. FMR's success attracted acquisition-minded Scali, McCabe, Sloves, which purchased 75% of the agency in February, 1986. FMR will remain an independent organization within the Scali, McCabe, Sloves network, which is part of the Ogilvy Group. The agency in 1985 lost the "Rice" in its name when Nancy Rice, vp-exec art director, left to form Rice & Rice.

U.S. accounts

Gained: Lexitel; Armour, frozen foods; Continental Illinois Bank; Emmis Broadcast Group; Federal Express Zap Mail; *Rolling Stone* magazine; US West Information Systems; *Wall Street Journal*; Heath candybars; KRON-TV (San Francisco); Jack Daniels; Marine Midland Bank; Prince, spaghetti sauce.

Lost: Country Kitchen Restaurants; AMF; 3M, personal care prods; Micro Business Applications.

Officers

Pat Fallon, president; Tom McElligott, vp-creative director; Irv Fish, cfo; Fred Senn, acct group director.

Phone: (612) 332-2445.

Foote, Cone & Belding Communications

RANK
9

Chicago

($ in millions)

Worldwide	1985	1984	% chg
Gross income	284.2	268.5	5.8
Billings	1,901.0	1,802.3	5.5
U.S.	**1985**	**1984**	**% chg**
Gross income	213.7	196.9	8.6
Billings	1,431.0	1,324.4	8.1

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	14.9	Magazines	13.8
Supplements	0.5	Radio	5.9
Network tv	31.0	Spot tv	25.0
Outdoor	0.7	Point of sale	2.0
Yellow pages	4.5	Dir. resp. radio	1.7

Work force and facilities in 1985

	Employes	Offices
Worldwide	5,833	62
Domestic	2,968	9

Office billings ($ in millions)

FCB	Chicago	387.0
FCB	New York	171.0
FCB	Los Angeles	225.0
FCB	San Francisco	205.0
Lewis, Gilman & Kynett	Philadelphia	108.0
Albert Frank-Guenther Law	New York	55.0
Albert Frank-Guenther Law	San Francisco	NA
Albert Frank-Guenther Law	Philadelphia	NA
North Castle Partners	Greenwich, Ct.	43.6
Vicom Associates	San Francisco	50.3
Deutsch, Shea & Evans	New York	27.4
Deutsch, Shea & Evans	Washington	0.7
Deutsch, Shea & Evans	Los Angeles	14.6
Deutsch, Shea & Evans	San Francisco	4.4
Deutsch, Shea & Evans	Salt Lake	0.7
Deutsch, Shea & Evans	Denver	1.7
Deutsch, Shea & Evans	Mountain View	6.6
Smith-Hemmings-Gosden	El Monte, Cal	NA

Annual review

New client Colgate-Palmolive ($100 million in annualized billings), helped push FCB worldwide billings up 6% despite such departures as Lorillard's Kent cigarets ($15 million) and Arco ($10 million). Non-U.S. billings actually dropped 1.7% because of agency consolidation and weakness in some traditionally strong markets. The publicly-held agency recorded a decline in net income of 4% to $16.4 million on record revenues of $287 million, up 4.2%. Management shifts have included naming Abbott C. Jones president of parent Foote, Cone & Belding Communications, a title held by John E. O'Toole, who retired January, 1986. Mr. Jones was president of FCB/Associated Communications, the FCB specialty shops.

On the agency side, Jack M. Young, president of FCB/East, resigned in March, 1986, over a growing "divergence in viewpoints" with Mr. Brown. He supervised FCB/New York and the Greenwich, Conn.-based North Castle Partners. Industry predictions is that FCB will acquire an agency to beef up its New York operations. In 1986, the agency has gained Mattel, worth $20 million in billings, American Medical Intl HMO worth $15 million, and Gillette in France. Also the agency may be the subject of a takeover bid by Shamrock Holdings, an LA-based diversified investment firm, which is boosting its ownership from 7.4% to 25% of stock. FCB has adopted "poison pill" procedures designed to shield it from takeover.

U.S. accounts

Gained: AT&T, consumer mktg; ConAgra, Armour Banquet foods; Supercuts; Sperry, corp adv; Colgate-Palmolive, Ajax line.

Lost: Lorillard, Kent cigarets; Computerland, retail computer outlets; Arco, petroleum prods and corp adv.

Foreign accounts

Gained: Kimberly-Clark Kleenex (Canada, France, Puerto Rico); Colgate-Palmolive dental prods, Ajax cleanser and Fab detergent (Brazil, Canada, France, Germany, Greece, Italy); Gillette Aapri, Silkience and deodorants (Ecuador, Germany, Mexico, Venezuela, U.K.); Nestle, chocolates, milk prods and yogurts (France, Portugal).

Lost: Iberia Airlines (Spain); Cavendish Woodhouse retail furnishings (England); Beaurepaires Tyres (Australia).

Officers

Norman W. Brown, chmn-ceo; Abbott C. Jones, president; Exec vps—W.R. Wirth Jr., corp resources; Allan Wilson Jr., finance. Chmn—William Kiely (U.K.); Emine Messiqua (Europe); Edward Roncarelli (Canada), president FCB Multinational Business Group. Presidents—Antonio S. Beja (Latin America-Pacific-South America); David Ofner (Midwest); Thomas F. Randolph (West).

Phone: (312) 467-9200.

Geer, DuBois

RANK
65

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	15.8	13.5	16.7
Billings	105.0	90.0	16.7

U.S. billings ($ in millions)

	1985	1984	% chg
Media	105	90	16.7
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	10.0	Magazines	25.0
Radio	5.0	Network tv	15.0
Spot tv	30.0	Cable tv	5.0
Outdoor	5.0	Farm pubs.	5.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	165	1
Domestic	165	1

Annual review

New business from IBM, particularly printers, and the launch of Richland 25s for Brown & Williamson were major factors in a billings increase of 16.7% at Geer DuBois. That growth is expected to continue into 1986 as it rolls out Richland 25s's 100mm cigarets and as three or four new clients are expected to assign the agency their business, predicts Geer DuBois.

U.S. accounts

Gained: Netherlands Board of Tourism; Random House, Questron Learning System; St. Vincent's Hospital Center; White Rock Beverage Corp, Moussy non-alcoholic beer, Cardinale Speciale beer.

Lost: Foster Grant, sunglasses; William Grant & Sons, Frangelico, Glenfiddich; E.F. Hutton, retail brokerage.

Officers

Peter Geer, president. Exec vps—John Allen, director agency operations; Steve Olderman, creative director; Brian Sherwood, director mktg; Doria Steedman, director client services. Senior vps—James Adair, art director; Rea Brown, group creative super; Ken Heidelberg, Fred Irwin, mgmt supers; Robert Kilzer, group creative director; Tom Pearse, print production; Joy Siiwa, media director; Rona Yohalem, rsch director. Ed Parella, vp-treasurer.

Phone: (212) 741-1900.

Geers Gross Advertising

RANK
33

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	38.1	37.3	2.1
Billings	257.0	253.6	1.3
U.S.	**1985**	**1984**	**% chg**
Gross income	24.0	23.8	0.8
Billings	170.0	168.0	1.2

U.S. billings ($ in millions)

	1985	1984	% chg
Media	143	142	0.7
Materials/services	15	16	(6.3)
Capitalized fees	12	10	20.0

Billings breakdown by media

Newspapers	6.0	Magazines	25.0
Radio	5.0	Network tv	30.0
Spot tv	28.0	Cable tv	2.0
Outdoor	2.0	Bus. papers	2.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	280	2
Domestic	180	1

Annual review

Nominal growth of 1.2% in U.S. billings was attributed to delays in new launches by existing clients and the departure of ESPN. A drop in employes to 180 from 210 was more a reflection of the sifting down of 1983 acquisition, Kurtz & Tarlow, than of any account stagnation. The agency's objective is to seek out household products and alcoholic beverages. Geers U.K. billings, equal to about a third of its total business, registered a modest 2.4% increase. Geers sold 20% of its equity to Paris-based Eurocom Group in February, 1985. In London, it merged Geers Gross/West into Geers Gross Advertising Ltd.

U.S. accounts

Gained: Nintendo of America; Cosmair, Giorgio Armani fragrance; Kraft, Frusen Gladje, Lender's Bagel Bakery; Hypertek; Fuji Photo Film, mini labs and cameras.

Lost: Neutrogena Corp; ESPN; Prince Foods, Aunt Millie's spaghetti sauce; Luden's.

Foreign accounts

Gained: Chesebrough-Pond's, Renault Trucks, Royal Doulton China, L'Oreal, Vanderbilt fragrance, Homepride Cook-In Sauces (England).

Lost: Baxters Foods, Sodastream (England).

Officers

Robert Gross, chmn; Hank Wasiak, president; Dick Tarlow, vice chmn; Chris Hansen, Kent DeFelice, senior exec vps. Exec vps—John Koutsantanou, cfo; Nancy Jo Kimmerle, rsc director; Russell Gilsdorf, medi director; Larry Vine, creative director

Phone: (212) 916-8000.

Quirks and quakes

De Garmo Inc., New York, fell from the agency charts in 1980 when it was swallowed up by Bloomfield, Mich.-based D'Arcy-MacManus & Masius (now D'Arcy Masius Benton & Bowles) which needed to strengthen its New York office. The marriage didn't take, at least for John de Garmo, president of DM&M/de Garmo. He departed in early 1982, concluding three decades in which "de Garmo" had appeared on an agency personnel list in New York.

Grey Advertising

RANK
11

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	259.3	224.2	15.7
Billings	1,729.5	1,495.2	15.7
U.S.	**1985**	**1984**	**% chg**
Gross income	183.2	155.1	18.1
Billings	1,221.9	1,034.6	18.1

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U.S. billings ($ in millions)

	1985	1984	% ch
Media	1,030	907	13.5
Materials/services	—	—	—
Capitalized fees	192	127	50.8

Billings breakdown by media

Newspapers	8.0	Magazines	17.0
Radio	3.0	Network tv	51.0
Spot tv	17.5	Cable tv	3.0
Outdoor	0.5	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	4,614	112
Domestic	2,234	6

Annual review

Grey recorded its best new busines year in history, gaining 72 clients representing $250 million, some $10 million of that in New York in th fourth quarter. New clients were pace by U.S. Dept. of Treasury for its Commemorative Coin Program, Humana Red Lobster and Mitsubishi. Since th beginning of 1986, Grey also ha launched major new assignments fror long-term clients, including Mi Clairol from Bristol-Myers, York Restaurants from General Mills, and Pla Doh and Fluppy Dogs from Kenne Parker. Grey Chicago also got the Alberto Culver business. Grey acquired majority interest in Levine, Huntle Schmidt & Beaver, New York, in Jun 1985. Operations of the two agencie remained autonomous due to competitive clients in the automotive an watch fields. LHS&B has Subaru c America and Citizen of America.

U.S. accounts

Gained: Grey/N.Y.: Salomon Brothers; Intl Playtex, Cross Your Hea brassieres, intimate apparel; Amerad Hess Oil Co.; U.S. Dept of the Treasury Statue of Liberty commemorativ coins; Mitsubishi Motors of America Bond Investors Guaranty; Manhatta Industries, John Henry shirts; Gener Mills restaurant group, Red Lobste restaurants, Darryl's; Humana; Radi City Music Hall. Grey/Chicago: Chicago Mercantile Exchange. Grey/Twi Cities: GNB Batteries. Grey/Wester div: BankAmerica, real estate div Consolidated Freightways; Unite States Cruises; Moctezuma Imports.

Lost: Grey/N.Y.: Mennen; America Motors Corp, Renault; STP. Grey/ Chicago: Turco Mfg; Lowrey Organ Grey/Twin Cities: Super Valu Store King Koil Sleep prods; Physician Health Plan. Grey/Western div: Tel video Systems; Princess Cruise American Medical Intl.

Foreign accounts

Gained: Beecham (Austria, Canad Chile, Denmark, Mexico, Norwa Sweden, U.K.); Nike (Austria, Franc Germany, Norway, Sweden); Cano (Australia, Thailand); Bristol-Myer (Belgium, Canada); Playtex (Belgiu Chile, Germany, Netherlands, Switzerland); Mars (Brazil, France, Germany Procter & Gamble (Canada, Netherlands, Switzerland); Ciba-Geigy (Chil Switzerland, Thailand); Pioneer (Denmark, Italy); General Mills (Italy Netherlands); General Foods (Peru Philippines); Televideo (Italy, Mexic Sweden); BankAmerica (New Zealan Singapore, Venezuela); Bonafide S (Argentina); Hertz car rental, American Bullion Co., Bayer Chemical, Australian Fixed Trusts (Australia); Hol Steiner (Austria); Whitehall (Belgium Aris (Canada); Melitta (Denmark); 3M Scotch video cassettes, BF Goodric Northwest Airlines (France); Clair

Top 10 agencies in spot tv billings*

Rank	Agency	Spot tv billings 1985	Spot tv billings 1984	U.S. billings 1985	U.S. billings 1984
1	Young & Rubicam	$478.8	$456.9	$1,656.4	$1,632.3
2	Foote, Cone & Belding	357.7	307.3	1,323.0	1,214.0
3	J. Walter Thompson Co.	343.6	297.0	1,604.2	1,387.3
4	D'Arcy Masius Benton & Bowles	316.3	383.4	1,202.6	1,359.8
5	Dancer Fitzgerald Sample	299.1	267.8	861.9	750.2
6	Ogilvy Group	280.7	241.8	1,694.5	1,497.9
7	Bozell, Jacobs, Kenyon & Eckhardt	275.0	NA	1,100.0	935.2
8	BBDO International	265.0	216.0	1,296.1	1,109.7
9	Doyle Dane Bernbach Group	226.5	197.5	1,099.4	981.7
10	Grey Advertising	213.8	206.9	1,221.9	1,034.6

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* From 92 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

(Hong Kong); Revlon (Mexico); Carter Wallace (Netherlands); Agfa Gevaert (Norway); American Home Products, Warren Mfg (Peru); General Telephone Directory, Remington (Singapore); American Express, Johnson & Johnson, Rothman's of Pall Mall (South Africa); 3M, Jet Service Courier (Spain); Remington (Sweden); Callard & Bowser, Citicorp, Lloyd's Bank, Slumberdown (U.K.); Boehringer Ingelheim (Uruguay); Block Drugs, Dunkin' Donuts (Venezuela).

Lost: Intercontinental Hotels, BankAmerica (Australia); Thomas J. Lipton (Canada); Canada Dry (Chile, Venezuela); Citroen automobiles, Pioneer (Germany); General Mills (Italy); Ciba-Geigy Al vick, Pennzoil (Netherlands); Ciba-Geigy (Peru); Wise & Co. (Philippines); Anglo American, CIC/MGM (South Africa); Firestone, BASF Svenska (Sweden); Chesebrough-Pond's (Switzerland); Monsanto Thailand (Thailand); Fruit of the Loom, Pioneer (U.K.).

Officers

Edward H. Meyer, president-chmn. Exec vps—Robert L. Berenson, admin; Alan B. Fenrick, treasurer, secretary; Barbara S. Feigin, director mktg, planning and strategic devel; Richard M. Karp, Richard R. Kiernan, directors creative services; Alec Gerster, director media, programming; Stephen A. Novick, director broadcast production.

Phone: (212) 546-2000.

RANK
59

Griffin Bacal

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	17.6	7.0	150.3
Billings	117.0	46.8	150.3

U.S. billings ($ in millions)

	1985	1984	% chg
Media	110	42	161.7
Materials/services	7	5	45.3
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	0.4	Magazines	5.4
Radio	0.5	Network tv	23.5
Spot tv	69.7	Cable tv	0.5

Work force and facilities in 1985

	Employes	Offices
Worldwide	152	1
Domestic	152	1

Annual review

Growth from client, Hasbro Inc., gave Griffin Bacal the phenomenal 150% increase in billings and built the agency support staff from 38 to 152. The agency gained Milton Bradley and its Playskool subsidiary at the end of 1984 when MB became part of Hasbro Inc., which recorded total advertising of $84 million in 1984, according to the ADVERTISING AGE 100 Leaders issue. Milton Bradley alone could generate up to $25 million in billings, and Playskool, another $10 million at the agency.

U.S. accounts

Gained: Springs Industries; Unique Industries.

Officers

Tom Griffin, president. Exec vps—Joe Bacal, creative services; Art Heller, director media; Paul Kurnit, director client services; Bob Darcy, treasurer. Lenny Leokum, senior vp, creative director. Vps—Bob Marden, Gordon Hunt, Mary Sue Robinson, Gary Wald, mgmt supers; Michele Litzky, director pr; Michael Brochstein, media director; Heide Kahme, director broadcast.

Phone: (212) 645-4900.

RANK
82

Group 3hree Advertising Corp.

Pompano Beach

($ in millions)

Worldwide	1985	1984	% chg
Gross income	11.5	10.6	8.8
Billings	38.3	35.3	8.8

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	31	29	8.8
Materials/services	6	6	8.8
Capitalized fees	1	1	8.8

Billings breakdown by media

Newspapers	28.0	Magazines	18.0
Radio	14.0	Spot tv	22.0
Outdoor	3.0	Bus. papers	5.0
Transit	1.0	Point of sale	1.0
Direct mail	7.0	Catalogs	1.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	38	2
Domestic	38	2

Annual review

Known as a business-to-business agency, Group 3hree is moving more into user advertising, marked by the user (and business-to-business) work handled for new gain UniDon, which is expanding into 25% of the U.S. in 1986. The agency's loss of First Bankers Corp. when it was bought by First Union Corp. reflects a need for Group 3hree to seek out financial service accounts outside the state. With passage of the interstate banking law in 1985 (it permits reciprocal banking in 11 Southeastern states), there were 26 bank holding companies in Florida. Now there are two as a result of acquisition. To service clients outside Florida, Group 3hree plugs into TAAN, Transworld Advertising Agency Network. The agency strategy—to look for a small number of high quality accounts—is panning out already in 1986. Agency execs predict a 20% growth mainly from new business compared with an 8.8% growth in billings in 1985.

U.S. accounts

Gained: Bendix Chassis and Brake Component div; Donnelley Information Publishing; UniDon, a joint venture of United Telephone of Florida and Donnelley Directory; Emergent Technology Corp; Thoro System Products; Rodime; Barrington Systems.

Lost: Gould Inc.

Officers

Philip L. Rushlow, chmn; O. Leslie Nell, president; David Rushlow, Lee Rushlow, exec vps.

Phone: (305) 785-9000.

RANK
98

GSD&M

Austin, Tex.

($ in millions)

Worldwide	1985	1984	% chg
Gross income	9.5	8.9	7.2
Billings	76.0	61.2	24.3

U.S. billings ($ in millions)

	1985	1984	% chg
Media	44	36	23.3
Materials/services	5	12	(60.1)
Capitalized fees	27	13	104.2

Billings breakdown by media

Newspapers	32.1	Magazines	9.8
Radio	20.2	Network tv	2.5
Spot tv	26.5	Outdoor	8.9

Work force and facilities in 1985

	Employes	Offices
Worldwide	177	4
Domestic	177	4

Office billings ($ in millions)

GSD&M	Austin, Tex.	33.3
GSD&M	San Antonio	NA
GSD&M	Dallas	13.7
GSD&M	Houston	6.2

Annual review

New accounts, particularly Texas State Optical, obtained from McCann-Erickson where it was serviced 15 years, Muse Air, obtained from Richards Group, and Sassoon cosmetics and Fox & Jacobs builders will add up to $16 million in new billings in 1986, ensuring continued growth at GSD&M which had a billings growth of 24.3%. For the most part, these accounts with the addition of Houston Lighting & Power came at the end of 1985.

U.S. accounts

Gained: Texas State Optical; Muse; State of Texas Highway Dept; Fox & Jacobs; Milburn Realtors; Sassoon.

Lost: Docutel/Olivetti; Natl Convenience Store.

Officers

Stephen Gurasich, president. Exec vps—Roy Spence; Kim Gaynor; Tim McClure, exec creative director; Judy Trabulsi, media director; Carl Larkin; Robert Lansdowne.

Phone: (512) 327-8810.

RANK
28

HBM/Creamer

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	47.4	44.4	6.8
Billings	318.0	296.0	7.4

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	4.0	Magazines	28.0
Supplements	1.0	Radio	5.0
Network tv	32.0	Spot tv	25.0
Cable tv	1.0	Outdoor	1.0
Bus. papers	2.0	Other	1.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	716	7
Domestic	716	7

Annual review

Gains from new clients, Nestle's Taster's Choice ($20 million in billings annualized), Connecticut Mutual Life and Foot Joy ($5 million each), Pennsylvania Dairy Assn. ($2 million), and $30 million in increased assignment from existing accounts helped give HBM/Creamer a 7.4% increase in billings. The agency expects to boost its billings by $56 million in 1986, up 17%—a goal enhanced by the acquisition (July, 1985) of Albert Jay Rosenthal & Co., Chicago.

U.S. accounts

Gained: Nestle, Taster's Choice coffee; Conn. Mutual-Life Insurance; Foot Joy; Hart Shaffner Marx, Jay Mar div; Home Equity; Pa. Dairy Assn; McDonald's Operator Group (Altoona); Hoffman Koos Stores; Thomas J. Lipton, special mkts; Revere Ware; Fram Automotive.

Lost: Devault Packing; State Mutual Life; Orval Kent.

Officers

Chmn—Donald E. Creamer; William E. Sprague (Pittsburgh); Albert Jay Rosenthal (Chicago). Harold L. Strauss, vice chmn. Presidents—Edward Eskandarian; Herbert F. Burger (Pittsburgh); Michael F. Pedone (New York); Peter W. Evans (Boston); Seymour Dordick (Chicago). Exec vps—Albert J. Bouchard Jr., Stanley D. Levitz, James F. Comerford (New York); Mary Moore (Boston); Yale Gordon (Chicago); Richard J. Weber (Pittsburgh).

Phone: (212) 887-8000.

RANK
21

HCM

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	75.0	72.2	3.9
Billings	500.3	481.3	3.9
U.S.	**1985**	**1984**	**% chg**
Gross income	24.8	30.6	(18.9)
Billings	165.4	204.0	(18.9)

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	86	110	(22.0)
Materials/services	32	35	(7.5)
Capitalized fees	48	60	(19.8)

Billings breakdown by media

Newspapers	9.7	Magazines	20.5
Supplements	0.2	Radio	9.3
Network tv	9.3	Spot tv	15.9
Outdoor	1.8	Bus. papers	33.3

Work force and facilities in 1985

	Employes	Offices
Worldwide	1,430	31
Domestic	341	4

Office billings ($ in millions)

HCM	New York	55.7
HCM	Chicago	69.2
HCM	Los Angeles	26.5
HCM	Pittsburgh	13.2
HCM	Denver	0.7

Annual review

HCM, a joint venture between Paris-based Eurocom (51%) and Young & Rubicam, New York (49%), recorded an over-all billings growth of 3.9%, a figure affected by a drop of 18.9% in U.S. billings. The U.S. decline primarily was a result of reduced spending in the post-Olympic year from clients like Beatrice, which spent nearly $30 million in annualized billings in 1984. The agency lost $8 million in annualized billings from the loss of four clients, but gained $40 million in potential billings from the acquisition of client Jack In The Box ($23 million), Empire Blue Cross/Blue Shield ($5 million), New Zealand Lamb ($5 million), and Columbia Pictures tv syndication ($2 million). The first two gains added to existing client, Dannon, will account for $60 million in annualized billings. In 1986, HCM has picked up the Manhattan Cable and Columbian Savings & Loan accounts, and could get Peugeot Motors of America. HCM already handles the Peugeot dealers overseas account, which is worth an estimated $60-$75 million.

U.S. accounts

Gained: Jack In The Box; New Zealand Lamb; Empire Blue Cross/Blue Shield; Dannon, new prods; Columbia Pictures.

Lost: Perkins, restaurants; Tobacco Institute; Jay's Food, GAB.

Foreign accounts

Gained: Speedy Mufflers (Belgium, France); Philips tv and appliances, L'Oreal perfume, P. Predault delicatessen, De Dietrich home appliances, Pommery champagne, Motorola components, EDF electricity board, Loto, Henkel detergent (France); Peugeot Dealers (Italy, U.K.); Dannon dairy, Grundig tv/hifi (Spain); Damart underwear (Germany, Italy, Netherlands, Spain); Credit Suisse Intl, Caterpillar (Switzerland); Sopexa wines, Chanel perfume, BSN Cracotte bread, Dow chemicals, Peek Cloppenburg retail stores (Germany); Marantz hifi, Devos food prods, 3M household prods, Honeywell (Belgium); Vrijis publication (Netherlands).

Lost: SEAT cars, NG retail stores (France); SBG bank (Belgium); Garnier cosmetics (Spain); Rivita, Citizen watches, AKAI, Crest (U.K.).

Officers

Robert Schmetterer, ceo-worldwide; Alain de Pouzilhac, coo-Europe. Mng directors—Patrick Hillman (New York); Thomas Sharp (Chicago); Charles W. Reynolds Jr. (Los Angeles). Michael Drazen, Dale Landsman, exec vps.

Phone: (212) 752-6500.

RANK
80

Henderson Advertising

Greenville, S.C.

($ in millions)

Worldwide	1985	1984	% chg
Gross income	11.7	11.3	3.8
Billings	78.3	75.4	3.9

U.S. billings ($ in millions)

	1985	1984	% chg
Media	60	58	2.2
Materials/services	11	7	47.4
Capitalized fees	8	10	(18.3)

Billings breakdown by media

Newspapers	5.0	Magazines	4.0
Radio	8.0	Network tv	52.0
Spot tv	22.0	Cable tv	1.0
Outdoor	1.0	Bus. papers	1.0
Point of sale	3.0	Direct mail	1.0
Dr. resp. mags.	1.0	Other	1.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	136	1
Domestic	136	1

Annual review

Sales promotion and direct marketing are two divisions expected to grow in billings by 25% in 1986 when a full-year's impact of new clients—$15 million in new billings—is expected to be felt. This new business added at mid-year, in particular First Atlanta and Quincy Steak House (Spartan Foods), push up billings by 3.9%, but should help generate 9% growth in 1986 when billings will hit an estimated $85 million, says the agency. A "new" management team has been in place the past five years. This will soften the impact of the retirement, April 1, 1986, of principals Messrs. James Henderson and Fred Walker.

U.S. accounts

Gained: First Natl Bank of Atlanta; Spartan Food Systems, Quincy's Steak House; Texize, Pine Magic; Hanes Activewear.

Lost: Procter & Gamble, Head & Chest, Chloraseptic.

Officers

James M. Henderson, chmn; Fred C. Walker, vice chmn; Ralph W. Callahan Jr., president. Senior vps—James F. Brandhorst, acct service; John J. Kennedy Jr., finance, treasurer; Robert J. Reuschle, media; Marc A. Williams, exec creative director.

Phone: (803) 271-6000.

RANK
78

Hicks & Greist

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	12.3	12.0	2.5
Billings	94.0	92.5	1.6

U.S. billings ($ in millions)

	1985	1984	% chg
Media	87	86	2.4
Materials/services	3	3	0.0
Capitalized fees	4	4	(11.6)

Billings breakdown by media

Newspapers	12.0	Magazines	27.0
Radio	7.0	Network tv	20.0
Spot tv	22.0	Cable tv	3.0
Outdoor	2.0	Bus. papers	3.0
Transit	1.0	Point of sale	1.0
Direct mail	2.0	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	125	1
Domestic	125	1

Annual review

Gains from existing client H.P. Hood Dairy (estimated $6.5 million) slightly offset the loss of L.S. Heath & Sons ($6 million) as billings at H&G leveled out to a 1.6% gain. Other existing clients include the $5 million trade and circulation promo account for *Family Circle* magazine, and the $10 million busi-

Top 10 agencies in cable tv billings*

Rank	Agency	Cable billings 1985	Cable billings 1984	U.S. billings 1985	U.S. billings 1984
1	Young & Rubicam	$50.3	$25.9	$1,656.4	$1,632.3
2	Grey Advertising	36.7	20.7	1,221.9	1,034.6
3	BBDO International	29.5	12.6	1,296.1	1,109.7
4	Doyle Dane Bernbach Group	26.7	27.1	1,099.4	981.7
5	J. Walter Thompson Co.	23.5	23.1	1,604.2	1,387.3
6	Bozell, Jacobs, Kenyon & Eckhardt	23.1	NA	1,100.0	935.2
7	Dancer Fitzgerald Sample	19.8	17.3	861.9	750.2
8	Wells, Rich, Greene	19.0	12.4	633.8	618.0
9	Ted Bates Worldwide	14.0	7.7	785.1	672.7
10	Jordan, Case, Taylor & McGrath	8.4	6.6	210.0	165.1

NOTE: Dollars in millions. Subsidiaries not included in parent companies.

* From 92 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

ness-to-business Control Data account. The agency strengthened a direct marketing unit, staffing it with 20. Over-all employment, however, went down from 140 to 125. H&G, however, can crow about a new account—Cadbury chocolates—gained early this year.

U.S. accounts

Gained: H.P. Hood Dairy.

Lost: L.S. Heath & Sons; Coty, Sophia fragrance.

Officers

Presidents—D. Edward Ricchiuto; Bob Tenny, E.T. Howard; I.S. Kogan, I.S. Kogan & Co. Charles V. Skoog Jr., chmn; Hank Seiden, exec vp, creative; William L. Roper, chmn exec committee. Senior vps—William Wurtzel, creative director; Gerry Cutler, Ken Silvers, acct services.

Phone: (212) 370-9600.

Hill Holliday Connors Cosmopulos

RANK 38

Boston

($ in millions)

Worldwide	1985	1984	% chg
Gross income	32.7	26.3	24.3
Billings	218.1	175.4	24.4
U.S.	**1985**	**1984**	**% chg**
Gross income	28.8	22.7	26.8
Billings	192.0	151.5	26.7

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	38	52	(27.6)
Materials/services	5	6	(21.9)
Capitalized fees	149	93	60.3

Billings breakdown by media

Newspapers	18.0	Magazines	18.0
Radio	10.0	Network tv	15.0
Spot tv	25.0	Cable tv	3.0
Outdoor	2.0	Bus. papers	3.0
Direct mail	3.0	Dir. resp. mags.	3.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	524	7
Domestic	395	2

Annual review

New account gains led by John Hancock Cos. with $20 million in annualized billings brought in more than $36 million in new business, and existing client growth added another $5 million as HHCC recorded a 24% increase in billings. The agency's big winner was its New York office whose accounts, led by Irish Tourism Board and Aer Lingus, pushed up billings by 668% over 1984. The Los Angeles office, however, was closed and will relocate in San Francisco. The agency strengthened its overseas business via merger in London with Aspect Ltd., and entered into a joint venture in Australia with Magnus Nankervis & Curl, Sydney.

U.S. accounts

Gained: John Hancock Cos.; NYNEX Corp/Business Information Systems Co.; *NY Newsday*; WOR-TV; New Jersey Ford Dealers; Polaroid Corp, industrial div; Albimar Communications; Chattem Inc., consumer prods div; NY Cotton Exchange; Southland Corp, 7-Eleven Stores.

Lost: New England Life; Stride Rite; Puma, USA.

Foreign accounts

Gained: Abbey Life, Ambassador Life, French Food & Wine, Grant's Whiskey, Hoechst, London Transport Advertising, Mercantile Credit, New Man, Potterton Intl, RCA, Samuel Montagu & Co., Swissco, Thorn-EMI, Wendy Wool (U.K.); Cincom Systems (Germany); GO Software (France); ICL (Germany); Adaston Devel, Cincom Systems Asia/Pacific, Colliers, Durham Devel, Schroder Darling property div (Australia); Siberhegner Machinery (Hong Kong).

Lost: Malaysian Tourist Board (Germany, Hong Kong, U.K.); McCormack & Dodge Europe (France).

Officers

George J. Hill, III, chmn; John M. Connors Jr., president. Exec vps—Joseph Norberg, cfo; Dick Pantano, creative director (Boston); Walter M. Pile Jr., gm; Jack Sansolo, director mktg services; Anthony Winch, co-creative director. Malcolm MacDougall, president, creative director (New York). Senior vps—Scott Cheyne, William Matteson, Michael Wilder, acct services; Carolyn Clark, director mktg; Don Easdon, co-creative director; Robert Curry, Douglas Houston, William Heater, Seumas McGuire, Peter Nichols, assoc creative directors; Dennis Farrington, asst to the president; Ann Finucane, mgr-creative services; Justin Harrington, Thomas Woodard, mgmt supers; Felice Kincannon, media director; John F. Mills, finance; Susan Smith, intl; Yustin Wallrapp, director pr; Christine Miller, mng director (New York).

Phone: (617) 437-1600.

Ingalls Associates

RANK 75

Boston

($ in millions)

Worldwide	1985	1984	% chg
Gross income	12.7	12.7	(0.4)
Billings	84.3	85.0	(0.8)

U.S. billings ($ in millions)

	1985	1984	% chg
Media	50	53	(4.5)
Materials/services	9	10	(6.8)
Capitalized fees	25	23	10.0

Billings breakdown by media

Newspapers	17.0	Magazines	15.0
Medical journ.	2.0	Radio	12.0
Network tv	8.0	Spot tv	34.0
Cable tv	1.0	Outdoor	1.0
Bus. papers	5.0	Transit	1.0
Yellow pages	1.0	Direct mail	3.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	229	1
Domestic	229	1

Annual review

Ingalls, which recorded a slight decline of 0.8% in billings, will merge this September with Quinn & Johnson, the BBDO direct marketing subsidiary. The resulting agency, named Ingalls, Quinn & Johnson, will have combined billings of $133.6 million, considering Quinn & Johnson's estimated billings of $49.3 million in 1985. The merged shops will have to sort out account conflicts in retail, restaurants and auto dealer associations.

Ingalls had growth of $22 million from existing clients. However, reduced spending came from the $5 million account for Dennison Co. Dennison acquired Elephant Floppy Disk Co., but did not spend up to its potential because of poor results from Elephant Floppy. Dennison's over-all budget underwent a drastic cut. New clients, Cabot Stain and Infocom will provide $1.5 million-plus each in new billings in 1986.

U.S. accounts

Gained: Gold Bond; Infocom.

Lost: Key Banks; Knapp Shoe Corp; Balfour Co.; Sporto; First New Hampshire Banks.

Officers

S. Joseph Hoffman, chmn-ceo; David I. Weiss, president-coo. Exec vps—Harold J. Turin; Carol L. Wright, acct services; Brendan P. Kelley, creative services; Robert E. Corriveau, admin. Senior vps—William B. Singer, treasurer; J. Michael Powers, Walter Prior III, mgmt supers; Milton E. Wuillermier, creative; John M. Reed, media services; Peter A. Taves, mktg services; Gerald Swerling, director pr; Christine A. Rowean, assoc creative director.

Phone: (617) 437-7000.

Jordan, Case, Taylor & McGrath

RANK 41

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	29.4	24.2	21.5
Billings	210.0	165.1	27.2

U.S. billings ($ in millions)

	1985	1984	% chg
Media	176	135	30.2
Materials/services	6	5	29.2
Capitalized fees	28	25	10.7

Billings breakdown by media

Newspapers	2.0	Magazines	10.0
Supplements	2.0	Radio	10.0
Network tv	45.0	Spot tv	25.0
Cable tv	4.0	Outdoor	1.0
Bus. papers	1.0	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	276	1
Domestic	276	1

Annual review

New clients growth accounted for $15.7 million and existing client activity increased $29.3 million at JCTM for a net increase in billings of $45 million, up 27%. Gains during the year included $3.5 million from Lehn & Fink (Chubs and Wet Ones), $8 million from Morse's Fayva Shoes, $10 million P&G's Zest soap, $7 million Tonka Pound Puppies, and $1.5 million General Electric Credit Corp. Morse, Tonka, Aetna, P&G and Progresso offer an aggregate $35 million in annualized billings. A billings increase of 15%-19% in 1986 is expected at JCTM, the new "T" in the agency's name standing for John L. Taylor, exec vp elevated to principal.

U.S. accounts

Gained: Lehn & Fink, Chubs, Wet Ones, new prods; Morse Shoe, Fayva Shoes; Procter & Gamble, Zest soap, new prods; Norcliff-Thayer, Avail vitamins; Tonka, Pound Puppies; General Electric Credit Corp.

Officers

James J. Jordan Jr., chmn; Gene Case, exec vp; Patrick J. McGrath, president; John L. Taylor, exec vp.

Phone: (212) 906-3600.

Kallir, Philips, Ross

RANK 81

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	11.6	10.7	8.7
Billings	112.9	103.8	8.7
U.S.	**1985**	**1984**	**% chg**
Gross income	11.4	10.6	7.8
Billings	111.8	103.4	8.1

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	21	19	11.0
Materials/services	14	13	5.7
Capitalized fees	76	71	7.8

Billings breakdown by media

Newspapers	1.0	Medical journ.	55.0
Cable tv	1.0	Direct mail	23.0
Fei	—	Other	20.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	185	3
Domestic	150	1

Annual review

KPR, a specialist in medical advertising, credits its 8.7% increase in billings to an increase in fees from existing clients, and new business worth $4 million from existing clients and $4 million in new clients. Particularly active was J&J Baby Products, which accounted for $4 million in new product advertising. The agency has picked up Ortho International's oral contraceptive, which has been worth $500,000 in billings since the turn of the year. Norman Cooper was elevated to president-coo succeeding John Kallir, the newly named chairman-ceo. Gerald Philips and Warren Ross also were named vice-chairmen from creative services director and exec committee chairmen, respectively. KPR is a Doyle Dane Bernbach subsidiary.

U.S. accounts

Gained: J&J Baby Products Co., Sundown, Advanced Care Products, an unnamed new prod.

Lost: Wyeth Laboratories, Ativan, SMA.

Foreign accounts

Gained: Paling Ellis/KPR, (U.K.).

Officers

John Kallir, chmn-ceo; Warren Ross, Gerald M. Philips, vice chmns; Norman Cooper, president-coo. Exec vps—Richard Grossman, copy; Leo Palmer, client services, mktg; John Geryak, art; John Racik, OTC div.

Phone: (212) 878-3815.

Keller-Crescent Co.

RANK 48

Evansville, Ind.

($ in millions)

Worldwide	1985	1984	% chg
Gross income	22.0	22.5	(2.4)
Billings	117.5	114.0	3.1

U.S. billings ($ in millions)

	1985	1984	% chg
Media	25	24	6.9
Materials/services	37	40	(7.9)
Capitalized fees	56	51	10.0

Billings breakdown by media

Newspapers	8.9	Magazines	18.7
Radio	7.0	Network tv	3.5
Spot tv	17.5	Outdoor	2.8
Bus. papers	7.0	Other	34.6

Work force and facilities in 1985

	Employes	Offices
Worldwide	585	2
Domestic	565	2

Office billings ($ in millions)

Keller-Crescent Co.	Evansville, Ind.	93.3
Keller-Crescent Co.	Irving, Tex.	24.2

Annual review

The ebb and flow of clients at Keller-Crescent by yearend left the agency with only a modest 3% gain in billings. Most of the agency's gains and losses were in the $1 million-annualized-billings range. Northern Laboratories, the agency's largest client, which provides $2 million in billings, weighed in on the plus side. Competition in the market was tough, says the agency which gained 15 and lost 12 clients.

U.S. accounts

Gained: Atlas Van Lines; Bexor Polymers; Sanyei of America; The Snacktime Co.; Sunbeam Plastics Co.; Chippewa Shoe Co.; Crystal Semiconductor Corp; Honeywell Optoelectronics; Show Biz Pizza Time; SRX, Inc.; Karl Schmidt Corp; Structo; Residence Inn; Systems Center; Northern Laboratories.

Lost: Fannie May candy shops; Godfather's Pizza restaurants; Justus Enterprises; Kimball Office Furniture; O.D.I.; NCCEL Corp; Kreepy Krauly USA: Telemarketing Communications; Tell City Natl Bank; Whirlpool Corp; Tri-State Aero; Emge Meat Packing.

Officers

Thomas Smythe, president. Exec vps—Robert Hampel; Al Samuelson, director planning, creative, media; Del Graham, production, operations service; Fred Kitch, mktg, sales; Jack Cohen, client services. Richard Wirrgen, senior vp, client services; Ben Fitzpatrick, Frank Ferrara, Ron Edwards, group vps, client services. Vps—Ron Lucas, James E. Morse, Dave Painter, Ronald B. Watkins, Gene Hacker, Ray Canafax, Gary McCamment, Kay Fitzpatrick, Hank Zunk, Pete Quinlan, Steve Nienaber, acct supers; Jim Weitzel, mktg services; Gerald Ulrich, creative director; Bob Ubelhor, systems mgmt; John McConnell, lithographic operations; Eugene Stevens, creative production services. Southwest—Ray Trapp, president; Thomas M. O'Connor, exec vp-client services; Robert A. Reagan, senior vp-mgmt super; Celesta Segerstrom, vp-creative group head.

Phone: (812) 464-2461.

Ketchum Communications

RANK 22

Pittsburgh

($ in millions)

Worldwide	1985	1984	% chg
Gross income	62.9	60.9	3.3
Billings	417.5	406.1	2.8
U.S.	**1985**	**1984**	**% chg**
Gross income	56.9	53.1	7.2
Billings	377.5	354.1	6.6

U.S. billings ($ in millions)

	1985	1984	% chg
Media	246	245	0.1
Materials/services	28	25	9.9
Capitalized fees	104	84	24.9

Billings breakdown by media

Newspapers	7.4	Magazines	16.7
Radio	7.3	Network tv	14.7
Spot tv	29.0	Outdoor	0.9
Bus. papers	6.6	Yellow pages	15.3
Direct mail	2.1	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	1,050	17
Domestic	864	12

Annual review

New business gained by Ketchum—American Honda Motor Co.'s Acura div., Pizza Hut regional divisions, Roman Meal, Phar-Mor discount drugs, Crown Zellerbach and Four Seasons—have the potential to produce $45 million in annualized billings in 1986. Minor contributions from these clients helped produce a net gain for the agency of $11 million in billings, or a 3% increase. Client, American Honda Motor Co., prompted the agency to open a Los Angeles office to service its business, and Ketchum sold its Houston office to First Marketing Group. Ketchum Direct closed its office and moved the $7 million Bell Atlantic account from there to New York. Ketchum PR bought Bohle Co., Los Angeles, and renamed it Ketchum/Bohle PR. In 1986, the agency lost Ketchum/San Francisco president, Don Sullivan, to JWT USA/Chicago where he was named general manager. New client in 1986, Melitta, is expected to stimulate billings.

U.S. accounts

Gained: American Honda Motor Co., Acura div; Pizza Hut restaurants (Northeast, Cumberland, Alleghany, Western N.Y.); Roman Meal Co; Phar-Mor; Atlantic Refining & Marketing Co.; American Trucking Assn; Great America theme park; Chemical Bank (N.J., Conn.); Crown Zellerbach; Gardena; Four Seasons.

Lost: Coleco Industries, Adam computers; Wallpapers To Go; Homelite/Jacobsen; Lyon's Restaurants; Hansen's; Union Trust Co. of Maryland.

Foreign accounts

Gained: Miller Lite beer, Porsche Automobiles (Japan).

Lost: Leeds Permanent Building Society (U.K.).

Officers

Chmn—William H. Genge, Ketchum Communications; Paul Alvarez, Ketchum Public Relations. Robert W. Kroyer, ceo, Ketchum Advertising (San Francisco). Presidents—Gerald J. Voros, Ketchum Communications; Herbert D. Gordon, Ketchum Yellow Pages; Maryalice Fullmer, Ketchum Direct; Thomas J. Smith, Ketchum Intl. Presidents of Ketchum Advertising—Ken Dudwick (San Francisco); Thomas R. Miller (New York); Gerard S. Grosso (Philadelphia); George G. Guimaraes (Pittsburgh); J. Craig Mathiesen (Los Angeles). Exec vps—Edward L. Graf, finance and law; Joseph M. Coogle, operations and planning.

Phone: (412) 456-3500.

Kobs & Brady Advertising

RANK 93

Chicago

($ in millions)

Worldwide	1985	1984	% chg
Gross income	10.2	7.7	32.2
Billings	70.3	52.0	35.2

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	11	4	159.4
Materials/services	4	3	15.6
Capitalized fees	55	44	24.5

Billings breakdown by media

Direct mail	20.9	Catalogs	10.1
Dir. resp. tv	17.8	Dir. resp. radio	4.1
Dir. resp. news.	3.8	Dir. resp. mags.	37.8
Telemarketing	4.0	Fei	1.5

Work force and facilities in 1985

	Employes	Offices
Worldwide	133	2
Domestic	133	2

Office billings ($ in millions)

Kobs & Brady Adv.	Chicago	39.5
Kobs & Brady Adv.	New York	30.8

Annual review

Agencies seeking takeovers salivate over high-performing direct marketing agencies like Kobs & Brady, which recorded a 35% increase in billings. And that is what is happening to K&B. Ted Bates Worldwide was expected to reach a buyout agreement with K&B in March, 1986. The shop handles big accounts, HBO, the U.S. Navy, Sperry-Rand and Group W Cable, the last of which is winding down because of the sale of cable operations. All are in the $4 million to $6 million billings range. Of the $18 million increase in billings, more than $10 million came from existing clients and the rest was in new business. K&B also closed a small office in Minneapolis. New clients since the turn of the year include Montgomery Ward's Signature Group, Hartmarx and Nissan truck div.

U.S. accounts

Gained: Allstate Insurance Co.; Ameritech Mobile Communications; American Home Shield; Avis Car Rental; Colgate-Palmolive; Fredrick's of Hollywood; Kroger Co.; Pizza Hut, delivery system; Scholl; Viewdata Corp of America.

Lost: Genesco; Happy Trails Resorts; Informatics General Corp, Ordernet service div.

Officers

Jim Kobs, chmn-ceo; Howard Draft, president-coo; Tom Brady, Bill Gregory, exec vps; Dan Ginsburg, Sid Liebenson, Craig Thomas, Lynn Fantom, Glenn Peters, Sandy Moltz, Bob Zyontz, Amelia Capriulo, senior vps; Richard Meyers, vp-director admin services, treasurer.

Phone: (312) 944-3500.

Kornhauser & Calene

RANK 84

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	11.2	11.3	(1.0)
Billings	121.3	120.4	0.7

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	118	120	(1.5)
Materials/services	—	—	—
Capitalized fees	3	1	334.8

Billings breakdown by media

Newspapers	3.0	Magazines	10.0
Supplements	2.0	Radio	7.0
Network tv	60.0	Spot tv	10.0
Cable tv	3.0	Bus. papers	4.0
Transit	1.0	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	131	1
Domestic	131	1

Annual review

Billings were flat during the year, increasing only 0.7% as growth from existing clients totaled about $7 million to offset losses. New client arrivals included Barr Labs and Power Diet Regimen. Both clients, added at year-end, offer annualized billings of $2 million and $1 million, respectively. Clients added in 1986, Gold Coast Bank and California Home Brands, a petfood marketer, each have potential billings of $2 million. The agency affiliated with Garrido Group, an Hispanic agency.

U.S. accounts

Gained: Barr Laboratories; Power Diet Regimen Co., Dr. Stuart Berger's Power Diet Regimen; American Home Products, Anacin-3 caplets, Black Flag pine scented insecticides, Dennison's hash, Dry Breezes Silken Rose, Exotic Blossoms, Meadow Flowers air fresheners, Easy Off Pot & Pan Cleaner, Easy Off Maximum Cleaning System, Mamma Leone's frozen entrees; Church & Dwight, Arm & Hammer Dental Care toothpaste, Arm & Hammer Dryer Sheets, Arm & Hammer all fabric bleach, Scrunge Household Scratchless cleaning pads, Scrunge Cookware Scratchless cleaning pads; Purdue Frederick, Betadine First Aid prods; Natl Westminster Bank plc North America, financial notices.

Lost: Arthritis Pain Formula, Cone Mills, Parlux.

Officers

Henry Kornhauser, chmn-ceo; John Calene, president, director creative services. Exec vps—Mike Cotter, creative; Stanley Turk, mktg, new business; Robert L. Wise, cfo-treasurer; Robert Ballerini, Alan Yarnoff, acct services. Kenmore Emerson, senior vp-acct director, new business.

Phone: (212) 490-1313.

Laurence, Charles, Free & Lawson

RANK 37

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	33.3	32.3	3.1
Billings	235.0	215.0	9.3

U.S. billings ($ in millions)

	1985	1984	% chg
Media	207	192	7.8
Materials/services	13	11	18.2
Capitalized fees	15	12	25.0

Billings breakdown by media

Newspapers	11.0	Magazines	23.0
Supplements	1.0	Radio	2.0
Network tv	25.0	Spot tv	22.0
Cable tv	2.0	Outdoor	7.0
Bus. papers	1.0	Transit	5.0
Point of sale	1.0	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	279	3
Domestic	279	3

Annual review

A Mickelberry agency, LCF&L expects billings in 1986 to top the 9.3% increase it recorded in 1985, a year in which the agency lost its large Heublein business worth $18 million but picked up National Distillers in the spring and six McDonald's owner-operator associations at yearend. The McDonald's business put the agency in the fastfood industry for the first time. Already in 1986 the agency has gained Pall Malls and Tareyton cigarets from American Tobacco and Clairol's Condition haircare line. The agency added Tom Lawson from then Rosenfeld, Sirowitz & Lawson as president and put his name on the shingle. The McDonald's business soon followed.

U.S. accounts

Gained: McDonald's Owner/Operators Assn (New York, South Eastern Michigan, Quad, Outstate, Madison, Milwaukee); Natl Distillers, Windsor Canadian, Sauza Tequila, Vat 69; Talisker, King George IV, Keller Geister, Canadian House; Beneficial Tax Mgmt.

Lost: Heublein.

Officers

Charles Goldschmidt, chmn exec committee-ceo; Thomas E. Lawson, president; Laurence D. Dunst, chmn; F. William Free, Martin Smith, vice chmns. Exec vps—Alfred L. Evans Jr.; Alfred Magnane; Paul Hodges, Samuel Alfstad, creative directors. Senior vps—Daniel Franklin, creative director; Gary Brown, gm (Michigan); Frank Macina, gm (Wisconsin); Richard Goldschmidt, Robin Koval, Anne Mahoney, Marc Rodgers, Linda Tilton, mgmt supers; Janice C. Clements, mktg services, media; Robert Adler, media director; Paul Hiromura, mktg rsch; Doris Gould, broadcast media director; Ellen Goldschmidt, broadcast production; Jack Mitnick, print production. Noel Muniz, vp-treasurer.

Phone: (212) 661-0200.

Leber Katz Partners Advertising

RANK 36

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	33.7	32.4	4.0
Billings	290.6	279.3	4.0

U.S. billings ($ in millions)

	1985	1984	% chg
Media	235	229	2.9
Materials/services	16	14	11.8
Capitalized fees	39	36	8.0

Billings breakdown by media

Newspapers	15.0	Magazines	27.0
Radio	11.0	Network tv	25.0
Outdoor	5.0	Bus. papers	3.0
Direct mail	4.0	Dr. resp. news.	2.0
Dr. resp. mags.	6.0	Other	2.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	304	1
Domestic	304	1

Annual review

In 1986, Leber Katz expects internal growth alone will top its billings growth of 4% in 1985. That growth will come partially from two big clients, Reynolds' Tobacco, for which the agency is launching Ritz cigarets in April after considerable testing, and Campbell's Soup, for which the agency launched its dry soup and recipe mix in the fall. Those billings will mature in 1986. The agency added a number of key people, senior vp level and above: Marvin Honig, chief creative officer, a DDB alum; Charles Evans, senior vp/mgmt rep, formerly at FCB & O&M; Dave Fulton, senior vp-media director, from Y&R; Howard Berg, senior vp/mgmt super, formerly with Calvillo Shevack & Partners; Ellen Perless, senior vp, creative director, a JWT & Y&R alum.

U.S. accounts

Gained: CBS Magazine Network, *Woman's Day*; Campbell Soup Co., Juice Works beverages, devel, new prods; CitiCorp; Focus Acct; *Self* magazine; Heublein, Viking Fjord Vodka, Arrow Cordials, Club Cocktails, Heublein Cocktails; Richardson-Vicks, new prods, healthcare; mkt. counsel, Chrysler; Sara Lee; Scott Paper Co., new prods.

Lost: U.S. Shoe Corp; *Vanity Fair*

Officers

Stanley H. Katz, chmn-ceo. Vice chmn —Laurel Cutler, director mktg, planning; Murray A. Valenstein. Jonathan L. Adams, president-coo. Exec vps—Walter Carey; Jerome Davidow, Samuel Eisnitz, acct mgmt; Robert Hirsch, mgmt rep; Marvin Honig, chief creative officer; Paul Lucy, chief admin officer. Kenneth Damsky, senior vp-finance, treasurer-cfo.

Phone: (212) 705-1000.

Al Paul Lefton Co.

RANK 95

New York/Philadelphia

($ in millions)

Worldwide	1985	1984	% chg
Gross income	9.8	9.4	4.2
Billings	65.0	62.4	4.2

U.S.	1985	1984	% chg
Gross income	9.6	9.2	4.2
Billings	64.0	61.4	4.2

U.S. billings ($ in millions)

	1985	1984	% chg
Media	64	61	4.2
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	14.0	Magazines	11.0
Radio	15.0	Network tv	10.0
Spot tv	24.0	Cable tv	1.0
Bus. papers	15.0	Farm pubs.	5.0
Direct mail	4.0	Other	1.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	185	2
Domestic	185	2

Office billings ($ in millions)

Al Paul Lefton Co.	New York	30.0
Al Paul Lefton Co.	Philadelphia	35.0

Annual review

More activity from major new clients, Amalie (Kendall Motor Oil) and Brother Intl (electronic typewriters), which helped push up billings by 4.2%, is expected in 1986. The agency also reported an active year for its direct marketing unit founded 18 months ago, and its 2-year-old public relations operations. Both units are located in Philadelphia, where the agency was founded. Today, the New York half of the company nearly equals billings totals coming out of Philadelphia.

U.S. accounts

Gained: Witco Corp, Amalie Motor Oil; Armstrong World Industries, pr; Beneficial Savings Bank; Brother Intl, electronic typewriters; Compuscan; Delaware Trust Co.; Harry Winston Inc.; Simpson Hardware Group.

Officers

Al Paul Lefton Jr., president-ceo; Grayson F. Lathrop, chmn; James W. North, exec vp; Norman Lewis, cfo.

Phone: (212) 867-5100.

Levine, Huntley, Schmidt & Beaver

RANK 72

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	13.1	10.6	23.0
Billings	87.4	71.3	22.6

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	60	52	14.3
Materials/services	10	7	35.2
Capitalized fees	18	12	52.7

Billings breakdown by media

Newspapers	6.0	Magazines	19.0
Radio	10.0	Network tv	16.0
Spot tv	38.0	Cable tv	2.0
Outdoor	2.0	Bus. papers	4.0
Transit	3.0	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	156	3
Domestic	156	3

Annual review

Billings shot up 23%, an increase heavily influenced by $10 million in annualized billings each from new accounts, New York Air and Seagrams. Existing client, Citizen Watch, continued to spend heavily ($15-$20 million in new business) as did the eight Subaru divisions ($12 million). LHS&B's Boca Raton, Fla., and San Antonio shops primarily service the latter client, the agency's largest with projected annualized billings of $25 million. A majority interest in the agency was sold June, 1985, to Grey Advertising. Operations remain autonomous in hopes of retaining competitive clients in the automotive and watch fields.

U.S. accounts

Gained: Knoll Intl; Mgmt Science America; New York Air; Subaru Mid-America; South Atlantic Subaru; Johanna Farms; Joseph E. Seagram & Sons, Perennial Sale Co., Chateau & Estate Wines Co., Classic Wines Co. divs.

Lost: Acorn Computers; Konica, audio video tapes.

Officers

Harold Levine, chmn-ceo; Robert Schmidt, president-coo; Allan Beaver, exec vp, creative director. Senior vps —Terry Bonaccolta, mgmt super; Anthony DeGregorio, Lee Garfinkel, Tod Seisser, Jay Taub, assoc creative directors; James Dragoumis, media, mktg; Robert Nelson, exec producer; Donald Peppers, director new business; Philip Sklar, director acct services.

Phone: (212) 557-0900.

Lewis, Gilman & Kynett

RANK 64

Philadelphia

($ in millions)

Worldwide	1985	1984	% chg
Gross income	16.2	16.5	(2.0)
Billings	108.0	110.2	(0.2)

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	54	45	14.1
Materials/services	7	17	(57.1)
Capitalized fees	47	48	(2.9)

Billings breakdown by media

Newspapers	15.0	Magazines	9.0
Medical journ.	8.0	Radio	12.0
Network tv	8.0	Spot tv	29.0
Outdoor	2.0	Bus. papers	17.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	285	1
Domestic	285	1

Annual review

A drop of 0.2% in billings at this Foote, Cone & Belding agency was credited to budget cuts amounting to $2.8 million from existing clients and loss of clients, Black & Decker power tools and Claridge Casino Hotels, whose aggregate billings were $14 million. The agency recorded $18 million gain in annualized billings. The agency so far in 1986 has gained Mr. Good Buys worth $1.2 million and Merck, Sharp, Dohme worth $1 million, but lost Schering-Plough worth $2.7 million. Figures reported also included those for the Yellow Pages and pr divisions.

U.S. accounts

Gained: Arizona Lottery; Bell Atlantic Public Information, public access; Bethlehem Steel Corp; Marriott Corp; Rosenbluth Travel Agency; Silo, Inc., appliance & electronics retailer; Sperry Corp, corp adv; Merck, Sharp & Dohme, ethical pharmaceuticals.

Lost: Black & Decker; Claridge Casino Hotel; FMC Corp, automotive equipment; Hoechst-Roussel, ethical pharmaceuticals; Infotron Corp, data communications equipment; MBB Helicopter; Plumrose, processed meat prods; Pennwalt Corp, chemicals & environmental control equipment; Roxane Labs, ethical pharmaceuticals; Short Bros., commuter aircraft; SKF Industries, bearings.

Officers

Robert G. Wilder, chmn-ceo. Presidents —John K. Kaiser, coo; Charles B. Mathias, Heathcom div. Exec vps—Charles M. Lodovico, finance, admin; Carl E. Casselman, creative director; Robert G. Genello, director operations.

Phone: (215) 568-3775.

Lord, Geller, Federico, Einstein

RANK 44

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	26.8	29.8	(9.8)
Billings	185.7	207.2	(10.4)

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	141	169	(16.9)
Materials/services	25	25	(2.5)
Capitalized fees	20	13	60.4

Billings breakdown by media

Newspapers	14.0	Magazines	27.0
Supplements	1.0	Radio	5.0
Network tv	35.0	Spot tv	10.0
Outdoor	2.0	Bus. papers	3.0
Catalogs	3.0	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	285	2
Domestic	285	2

Annual review

This JWT Group subsidiary, which had the greatest increase in billings among the top 100 agencies in 1984 in this survey, dropped 10.4% in billings in 1985. LGF&E credits this to "a natural course correction following explosive growth," and predicts 1986 will come in at a 5% increase as nearly $40 million in new business gained in 1985 materializes.

U.S. accounts

Gained: Thomson-CGR Medical Corp; Sony Broadcast Products Co.; CheckRobot; Partners Natl Health Plans; Chemical Bank, corp adv; Dean Witter Reynolds; Parfums Stern.

Lost: Hilton Intl Co.; Callard & Bowser (U.S.A.) Inc.; Reynolds Metals Co., Reynolds plastic wrap; Book-of-the-Month Club; The Life Insurance Co. of Va.; Radio Advertising Bureau.

Officers

Richard J. Lord, chmn-ceo; Norman Geller, Gene Federico, vice chmns; Arthur W. Einstein Jr., president, creative director; Edward D. Yaconetti, exec vp-coo. Senior vps—Robert F. Wells, director acct services; William L. Sibert, director mktg services; John J. Sheedy, J. William Wardell, acct directors; C. Ray Freeman.

Phone: (212) 421-6050.

Profiles with a checked box (☑) indicate an independent cpa or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 6.*

Marschalk Campbell-Ewald Worldwide

RANK 15

New York/Detroit

($ in millions)

Worldwide	1985	1984	% chg
Gross income	150.1	135.4	10.8
Billings	1,001.3	903.4	10.8

U.S.	1985	1984	% chg
Gross income	127.1	112.1	13.4
Billings	848.1	747.9	13.4

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	1,749	29
Domestic	1,386	17

Office billings ($ in millions)

Lowe Marschalk	Cleveland	32.0
Lowe Marschalk	Houston	20.0
Lowe Marschalk	New York	200.0
Lowe Marschalk	San Francisco	51.8
Campbell-Ewald	Atlanta	NA
Campbell-Ewald	Boston	12.9
Campbell-Ewald	Chicago	NA
Campbell-Ewald	Detroit	436.2
Campbell-Ewald	Dallas	NA
Campbell-Ewald	Los Angeles	13.7
Campbell-Ewald	Miami	15.1
Campbell-Ewald	New York	60.4
Campbell-Ewald	Oak Brook, Ill.	NA
Campbell-Ewald	Pittsburgh	2.2
Campbell-Ewald	Richmond, Va.	5.7
Campbell-Ewald	Tarytown, N.Y.	NA
Campbell-Ewald	Toluca Lake, Cal.	NA
Campbell-Ewald	San Francisco	NA
Clinton E. Frank Inc.	(closed)	0.1

Annual review

Lowe Marschalk became the new name for Marschalk Inc. on Jan. 1, 1986, when Marschalk Inc. joined up with Lowe Howard-Spinks, U.K., an agency until now linked with another Interpublic Group of Cos.' agency, Campbell-Ewald. LHS/C-E had gross income of $12.6 million on billings of $84.2 million in 1985. Included in the new network, which has estimated billings of $550 million, is the renamed Lowe Howard-Spink Marschalk in London, many former Campbell-Ewald International agencies and an interest in Lowe Marschalk in the U.S. Interpublic has a 38.1% ownership in the new network which is publicly traded on the London Stock Exchange. During the year, Marschalk gained Sterling Drug's Lehn & Fink business worth $20 million, Pizza Inn worth $6 million and two new Economics Labs products worth $18 million under Scrub Free names, and handled a $15 million campaign for Gillette's Braun subsidiary.

(For accounts gained and lost, see individual agencies grouped with this agency's profile.)

Lowe Marschalk

During 1985, Marschalk prior to its merger, reported gross income of $44,946,000 on billings of $299,790,000. In 1984, it reported gross income of $40,881,000 on billings of $272,676,000. The agency did not provide a volume breakout, although all volume was in the U.S.

In 1985, the agency gained: Cleveland: Fisher Foods, Fazio grocery stores. Houston: Pizza Inn; T.G.& Y. dept stores. New York: Braun USA, shavers, clocks, household and personal care appliances; Fanny Farmer; Sony Tape Sales Co., audio/video tapes, magnetic media for computers; Xerox Corp, direct mktg; Coca-Cola, Fresca, Mello Yello, Ramblin' Root Beer, Fanta; Sterling Drug, Lehn & Fink div; Sony Corp of America, Betamovie cameras, Betamax portables and accessories, Video 8 cameras, decks and accessories. San Francisco: Del Monte, Chun King frozen foods. Lost: Cleveland: Bob Evans Farms restaurants. Houston: Fuddrucker's restaurants. New York: Thompson Medical; Coopercare; Chattem; Revlon, Norcliff Thayer. San Francisco—Del Monte, Ortega Mexican foods.

Top execs: Michael S. Lesser, chmn-ceo; Andrew J. Langer, president. Exec vps—Marshall W. Karp, creative director; Richard Villante, gm; Barry R. Linsky, director acct mgmt; Eric J. Einhorn, acct mgmt; Stuart J. Agres, director strategic planning; Kenneth I. Roffe, new business. Senior vps—Stephen M. Segal, media director; Andrew Aliprandi, finance, admin; John L. Oliver, acct mgmt. Employes: 577.

Phone: (212) 708-8800. ☑

Campbell-Ewald Co.

Campbell-Ewald Co., Detroit, reported gross income of $105,169,000 in 1985 of which $22,970,000 was non-U.S. contributions, on billings of $701,477,000. In 1984, it reported gross income of $91,896,000, of which $23,315,000 was non-U.S. contributions, on billings of $612,944,000. The agency did not provide a volume breakout.

The agency consolidated subsidiary CECO Communications, publishing.

Included in the agency's figures were returns from its offices in Warren, Mich., New York, Los Angeles, Miami, Richmond, Chicago, Pittsburgh and Boston. C-E began to phase Clinton E. Frank Inc., Chicago, into its operations in 1984. C-E got gross income of $9,000 on billings of $60,000 in 1985 from Clinton E. Frank clients, compared with gross income of $2,667,000 on billings of $17,789,000 in 1984. Clinton E. Frank returns are carry-over servicing provided by Campbell-Ewald since the Frank agency was closed Dec. 31, 1984.

In 1985, Campbell-Ewald gained: Brown & Williamson, Eli Cutter cigarets; Steelcase office furniture; Nestle (Caribbean); Tofu Time; Kelly Health Care Services; Mennen, Baby Magic line, Skin Bracer aftershave; General Motors, AC Delco/Co-op, GMAC Home Mortgage; Traveldisc Corp.

Billings breakdown: Newspapers 10%, magazines 20%, radio 11%, network tv 33%, spot tv 18%, cable tv 2%, outdoor 2%, Yellow Pages 2%, direct mail 2%.

In 1985, C-E's international offices gained: Fielder's Bakery, St. Geo Building Society bond issue (Australia); Centre Informatique General software, IPB/Commercial TV, Sovinac liquor, AKZO paints, Reckitt & Colman Airwick and Ocean, Societe General de Banque small/mid-size companies (Belgium); Parker Pens (Belgium, England, France, Netherlands); William Nielson confectionery, Bank of Nova Scotia (Canada); Toys "R" Us toys, Whitworth's Foods, Eastern Airlines, G.E.C. corp adv, Duncan Gilbey & Mattheson's Misty Liqueur, Lloyd's Bank, Debenham/Burton Group corp adv, *The Mail on Sunday* newspaper, BBC-TV, Kelly Services temporary help (England); Puma sport shoes, Krups Appliances, Vinchon Jeannette biscuits, G.M.E. bathroom equipment, Flammarion book publishers, Chloe fashionwear/perfume (France); Nestle (France—Bouquet Garni, Maggi; Mexico—Lechera Chiquita, Magnolia; *Harper's Bazaar* magazine, Woelm Pharma, Henkel's Dr. Thompson (Germany); Beecham, Olivetti office machine parts, RAS Insurance, Girmi small appliances, Hoescht Fibretrim, Santa Margherita wines, Nazareno Gabrielli leather goods, Nike sports shoes, Rizzoli's *Max* magazine, Sidalm chocolates and candies (Italy); Commercial Lucas audio equipment mfr (Mexico); Alpha computer services, Reemtsma cigarets, Spa mineral water (Netherlands); Merck Instant Cocoa, Promobanc bank, Boehringer Ingelheim Rhinospray and Visadron, Cafe Soley coffee beans (Spain).

Losses in 1985: Penfold's wines (Australia); Maredsous cheeses, Quaker pet food (Belgium); Pan Am, United Breweries Carlsberg beer, Maitre Coq (France); Ragolds (Germany); Suikerstichting sugar, Unicura soap (Netherlands); Fabrimalla menswear (Spain).

Top execs: Richard D. O'Connor, chmn-ceo; Peter A. Dow, president-coo; Robert P. Roselle, exec vp, treasurer; James I. Bernardin, Sean K. Fitzpatrick, Jan T.L. Homan, James V. McConnell Jr., Ronald W. Mitchell, Robert H. Schirmer, Louis, M. Schultz, William J. Tausch, Eugene F. Taylor, exec vps; James C. Arthur, Larry Cugini Jr., Frank E. Hoag Jr., Anthony J. Hopp, Joseph V. Karle Jr., James J. O'Neal, Robert F. Ovies, Dennis H. Plansker, Dennis Schmidt, Donald D. Williams, group senior vps; Edwin L. Acker, Harold E. Allen, Richard A. Anderman, John A. Barczyk, Ian W. Beaton, Harold W. Bickner Jr., James T. Birchfield, Paul B. Blustain, Thomas R. Boyd, Robert E. Britton, Eugene Butera, Dennis G. Connaughton, Neil Costa, R. David Eick, John G. Farsakian, Thomas H. Gaskin, Robert J. Gervason, Ronald D. Gesky, Suzanne H. Gilbert, Charles E. Glass, Donald L. Gould, Bernard Guggenheim, John B. Hammond Jr., Jack Hartgen, Robert F. Henry; Molly A. Hudson; Gordon R. Koch, Ronald S. Lipiec, Woodrow W. Litwhiler, James A. Lodge; William Ludwig; Harold A. Margolis, Glenn T. Marrichi, John S. Momeyer, David M. Platt, Lawrence M. Rau, Karen Ritchie, Warren Ruden, Gunther Saupe, Judith E. Sawyer, Robert Schenkel, Michael G. Sherman, Roderick G. Smith, Zandra M. Sommer, L. Keith Stentz, David S. Stone, Peter J. Tarakajian, Eugene H. Tashoff, Francisco Vergara, Martin F. West, senior vps. Louis H. Bridenstine Jr., vp, genl counsel, corp secretary. Employes: 763 in 8 offices.

Phone: (313) 574-3400. ☑

MCA Advertising

RANK 50

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	21.6	17.6	23.0
Billings	170.0	148.7	14.3

U.S. billings ($ in millions)

	1985	1984	% chg
Media	159	139	14.0
Materials/services	—	—	—
Capitalized fees	11	10	18.9

Billings breakdown by media

Newspapers	6.0	Magazines	27.0
Radio	2.0	Network tv	26.0
Spot tv	19.0	Cable tv	3.0
Outdoor	15.0	Transit	2.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	110	2
Domestic	110	2

Annual review

MCA Advertising credits its billings increase of 14% or $22 million to continued growth for clients, Newport cigarets (up 12% in units) and Brown Forman Spirits, and for new account Stroh, its Schlitz Malt Liquor and White Mountain Cooler, launched in 1985. Growth in 1986 will be built on the launches of Ghostbusters cereal for Ralston Purina, Deneuve fragrance for Avon and the regional introduction of Lipton Fruit Tea. MCA is a wholly owned subsidiary of Marketing Corp. of America, Westport, Conn., which named as president/coo Robert Kamerschen, who brings with him marketing experience from Scott Paper, Revlon and Norton Simon among others.

U.S. accounts

Gained: Avon, Deneuve perfume; Stroh Brewery, White Mountain Cooler; Schlitz malt liquor; Konig Pilsner; Barbican non-alcoholic beer; Ralston Purina, Ghostbusters cereal.

Officers

William W. Bishop, president-ceo; Warren A. Dechter, Robert N. Lepre, Richard B. Sellers, exec vps.

Phone: (212) 661-5491.

William Douglas McAdams Inc.

RANK 66

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	15.4	13.5	13.7
Billings	102.3	90.0	13.7

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	50	45	10.8
Materials/services	17	16	5.7
Capitalized fees	36	30	22.4

Billings breakdown by media

Newspapers	—	Magazines	78.2
Direct mail	13.2	Other	8.6

Work force and facilities in 1985

	Employes	Offices
Worldwide	185	1
Domestic	185	1

Annual review

New client activity—particularly from Wyeth Laboratories (baby and general nutrition products) and Roche Diagnostics—reflects a strong outlook for the pharmaceutical industry in 1986. Contributing heavily to 1985 gross income increase of 13.7% was work for Pfizer, which is substantially increasing the agency's consumer and corporate advertising, and for major new client, British-based Glaxo, whose Zantac ulcer treatment is challenging SmithKline Beckman's Tagamet.

U.S. accounts

Gained: Glaxo Inc.; Wyeth Laboratories, SMA, Nursoy, Isordil, new cardiovascular and nutritional prods.

Lost: Searle Worldwide; Johnson & Johnson baby prods.

Officers

Irwin C. Gerson, president. Exec vps—William M. Wolf, director; Anthony J. D'Onofrio, operations director. Joseph Carobene, Eugene Fine, Howard Mandelbaum, Ronald Vignone, senior vps-acct services; Victor Trasoff, Thomas Haynes, Walter Scott, senior vps-art; Claire Anderley, senior vp-copy; Barnett Mennen, David Zackson, senior vps-medical; Brian Boyle, treasurer-cfo.

Phone: (212) 698-4000.

McCaffrey & McCall

RANK 40

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	29.7	27.5	8.0
Billings	198.0	183.4	8.0

U.S.	1985	1984	% chg
Gross income	0.0	0.0	—
Billings	0.0	0.0	—

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	375	
Domestic	375	

Annual review

An 8% increase in McCaffrey & McCall's billings was the result of $6 million in spending for Puerto Rican tourism and new products from a "significantly larger" budget Norelco allotted its advertising ($30 million in 1984).

U.S. accounts

Gained: Tiffany & Co.; Puerto Rico Tourism Co.; Electronic Mall.

Officers

David B. McCall, chmn-ceo; Robert H. Cherins, president-coo; Henry P. Bernhard, vice chmn, chmn exec committee; Richard J. Passanant, vice chmn-cfo; Bruce P.G. McCall, R. Bruce Montgomery, William T. Shaw, John S. Sidebotham, exec vps, creative; Norman S. Freedman, Peter A. Manley, William J. Vieser, exec vps, acct mgmt. Senior vps—Linden A. Davis Jr., rsch; H. Thomas Wilson, media; Patrick A. Hehir, treasurer.

Phone: (212) 421-7500.

McCann-Erickson Worldwide

RANK 7

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	345.2	292.2	18.1
Billings	2,302.8	1,949.3	18.1

U.S.	1985	1984	% chg
Gross income	125.0	118.5	5.6
Billings	833.8	790.5	5.5

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	6,943	63
Domestic	1,569	9

Office billings ($ in millions)

McCann-Erickson	Atlanta	133.0
McCann-Erickson	Dallas	15.0
McCann-Erickson	Detroit	87.0
McCann-Erickson	Houston	60.0
McCann-Erickson	Los Angeles	66.9
McCann-Erickson	Louisville	20.0
McCann-Erickson	New York	317.6
McCann-Erickson	San Francisco	117.0
McCann-Erickson	Seattle	17.0
McCann Direct	New York	NA

Annual review

M-E had an over-all billings increase of 18.1%, broken down into a 5.5% gain in the U.S., and 26.8% increase abroad where the agency gained all non-North American Black & Decker ($20 million), and got $35 million in new business from Nestle. Stateside, Shearson Lehman Bros. ($20 million) and Brown-Forman ($10 million) left, but Ponderosa steak houses ($10 million) and First City Bancorp of Texas ($10 million) were gains. In February, 1986, it lost Eastman Kodak ($35 million) consumer electronics and cameras in a conflict over the agency's handling of Sony. Early in 1986 it bought Sieber & McIntyre, Chicago, a medical agency.

U.S. accounts

Gained: Atlanta: Federal Express; Dunlop Sports Co.; *Atlanta Journal & Constitution*; Mgmt Science America recruitment; Dutch Institute Investments Golf Villas and corp adv. Detroit: Buick Youngstown; John Banks Buick dealer; Glenn Buick-GMC-Nissan dealer; Metro Charlotte NC dealer; General Motors Buick div. Houston: First City Bancorp; NL Hycolog drilling bits; Century Devel real estate; Houston Buick Dealers; Beech Aircraft. Los Angeles: Conrad/Hilton Intl; Coca-Cola Bottling for Canada Dry and Dr. Pepper; R.J. Reynolds Winston and La Agencia. Louisville: R.J. Reynolds Fresher Cooker and Skolnicks Restaurants; Bingham Enterprises. New York—Mennen; American Home Products, Dristan nasal spray; R.J. Reynolds, Winston; Heublein; American Express Travel Services; L'Oreal, Drakkar; Kodak Floppy Disc; Coca-Cola Cherry Coke and Tab. San Francisco: Natl Dairy Promotion Board's calcium campaign; Don Signer Buick dealer Dairy Promotion Board's natl children's campaign. Seattle: Microrim Collateral software; Icicle Seafoods; People's Bank; Shakey's Pizza Franchise; GMC Dealer Co-op; Borrel Nootjes snacks. McCann Direct: Haagen Dazs; Lloyd's Bank; Times Mirror; Selvac Hair Remover, Finally Free; Ponderosa restaurants; Shearson/American Express; American Express.

Lost: Atlanta: AmSouth. Detroit—Terry Buick dealer; Gurley-Leep Buick dealer. Houston: Wilson Food; Texas State Optical. Los Angeles: Chas. P. Young. Louisville—Hickory Farms; Commerce Union Bank; General Electric. New York: Coca-Cola Classic Coke; Nabisco; Pabst. Seattle: Seattle First Natl Bank, Flakey Jake's.

Foreign accounts

Gained: Cerveceria Quilmes beer (Argentina); Western Mail newspaper, East West Airlines, Brisbane Hilton (Australia); Black & Decker (Australia, Austria, Belgium, Brazil, Chile, Denmark, England, Finland, France, Germany, Italy, Mexico, Netherlands, New Zealand, Norway, Panama, Portugal, Puerto Rico, Singapore, Spain, Sweden, Switzerland, Venezuela); Chicken Treat fast food, Nestle's Chokito and cooking chocolate (Australia); Reckitt & Colman (Australia—Airwick; Malaysia; New Zealand—Harpic; Singapore); Nabisco (Australia; England; Panama—candy, gum); Nestle (Austria—Thomy, Maggi; Brazil—Requinte, Coffee; Chile—juice; Dominican Republic; England; Hong Kong—Maggi Cubes; Jamaica—Milo; Mexico—Quik; Portugal; Puerto Rico—Quik, Nescafe, Maggi; Singapore—Blue Cross Milk; Switzerland—Chocolait Chips snack; Thailand; Venezuela—desserts); L'Oreal (Australia; Austria—Free Style; Belgium; Denmark; Finland—Free Style, Studio Line; France; Germany—Free Style, Le Chic; Greece—Salon div; Puerto Rico; Switzerland; Uruguay; Venezuela—Studio Line); American Express (Austria, Costa Rica, England/Harrison Agency, France, Panama, Switzerland); Goodyear (Austria, South Africa); Henkel (Austria—Fewa Color; Brazil; England—carpet cleaner; Germany—Theramed toothpaste; Italy—Squibb toothpaste, shaving cream, W.C. cleaners; Netherlands—Sapur; Spain—detergents, bleach); Unilever (Austria—Dorina margarine, Sorbetteria di Ranieri; Colombia—Cocina margarine; England—Low Fat Spread, Golden Vale; Italy—Sofficini, Dante Oil; Warner Columbia films (Belgium); Federal Express (Belgium, England/Harrison Agency, Germany, Japan, Singapore); Martini & Rossi (Belgium—Port; Brazil—Baron Lantier, Zahringer, St. Raphael; France—Martini, Vodka, Lawson Whiskey; Switzerland—Offley, Glen Deveron); Beatrice Foods (Brazil—chocolate chips; Hong Kong—frozen foods, noodles; Panama—snacks); McDonald's (Brazil, Italy, Mexico); Lee jeans (Brazil); Gillette (Brazil—Pacer Pencil, Liquid Paper; Chile—Valet; Mexico—Verlande cologne; New Zealand—Silkience shampoo; Puerto Rico); Quaker (Brazil—Yuki apple juice); Meridien Hotel, Cosmoda Design's Swatch Watch and Tonal shaving prods, MuchMusic pay tv, Labatt's new beers and racing activities, (Canada); Kodak (Canada—western promos; Kenya—cameras); R.J. Reynolds (Chile—Monte Carlo; Ecuador; Finland; France—Frankie; Malaysia; Mexico—Camel; Panama-Winston; Portugal—Valmont; Singapore—Camel gear); Gilman (China); Bayer (China—Agri chem; Costa Rica—aspirin; England—Alka Seltzer; Panama—aspirin; Philippines—insecticide, rat poison); Colpatria (Colombia); Coca-Cola (Columbia—Diet Coke, Fanta Salpicon; Costa Rica—Sprite; Dominican Republic—bottler, Sprite; Guatemala—Coke, Fanta, Sprite; Jamaica—Sprite; Japan—Cherry Coke; Netherlands—Cherry Coke; Norway—Cherry Coke; Peru—mineral water bottler, Diet Coke; Puerto Rico—Cherry Coke; Singapore—Diet Coke); Exxon (Colombia—Esso Super, Extra, truck diesel; Finland—heating oil); Beiersdorf (Colombia, Ecuador, Panama); Borden (Colombia—Efro floor wax, Chinola shoe polish); Scott Paper (Costa Rica—Petalo; Honduras); Banco Nacional (Costa Rica); Heineken beer (Costa Rica, Trinidad/Barbados); Tampax (Denmark, Sweden); Carnation (Dominican Republic—powdered milk; Malaysia—milks, Coffeemate, pet foods; Mexico—Evaporated milk; Philippines—Omnibus, Coffeemate; Singapore—Evaporated milk, Coffeemate, Friskies pet foods; Thailand—milks, Coffeemate; Venezuela—Coffeemate); Miles vitamins, ALM Antillean Airline, Isidro Bordas rum (Dominican Republic); Proalco-Daca's Rum San Miguel, Finansur bank, Singer appliances (Ecuador); Johnson & Johnson (Ecuador—Baby line, dental floss; Kenya—Baby cologne; Philippines—baby shampoo; Trinidad/Barbados; Venezuela—diapers); Almacen Supersonido dept store, Procysa computers, Bon Apetite snacks (El Salvador); Dunlop Slazenger sport equipment (England, France, Germany); Isuzu Piazza Turbo cars, Warner-Lambert (England); Asbach brandy, Little Caesar pizza chain (England/Harrison Agency); Marbodol kitchen and bath furniture, Eiser pantyhose, Oy Gustav Paulig ice cream and frozen food, Isku Oy furniture (Finland); Unterberg herb liqueur, Foto Quelle Apollo glasses (Germany); Athenian Papermills Softex handkerchiefs, Amvyx's Perrier Water (Greece); Eastern Airlines, Agfa audio/video cassettes (Guatemala); Banco Sogerin (Honduras); Bank of Canton, Fordley & Lee shirts, Hotel Royal, Circle K convenience stores, J.D. Hutchinson detergent and herbal medicine (Hong Kong); Ebauche ETA Swatch (Hong Kong—Swatch Watch; Netherlands; New Zealand; Spain; Sweden; Switzerland); Heublein (Hong Kong—KFC/Beldare; Jamaica—Smirnoff; Puerto Rico—Smirnoff; Venezuela); RAI stereophonic, Spanish Tourism, Consortium S. Danielle hams, Hoffman-LaRoche creams (Italy); Chesebrough-Pond's (Italy—cosmetics and detergents; Panama—men's colognes); Del Monte (Italy—fruits and vegetables; Kenya—pineapples: Spain—fruits and vegetables; Venezuela—banana catsup); Kingston ice (Jamaica); Nippon Telegram & Telephone, *Japan Life*, Ralston Purina pet foods, Tokyo Contact Lens, Siemens, *Alinco*, Nicherei 24 Hours Frozen Food (Japan); General Motors (Japan—Isuzu R-car/Export; Kenya; Uruguay); Monsanto, Sterling Drug, Beecham's Bovril (Kenya); Printemps dept store (Malaysia); Anderson Clayton margarines, Campbell's soups, V-8 and beans (Mexico); Chubb Lips Alarms, locks and safes, Holland Intl (Netherlands); Anchor Farms' Anchor cheese, Government Publishing, New Zealand Forest products' Rada Finance, Gunn Gollin's Findus frozen foods (New Zealand); Tandberg Data computers and terminals, Electrolux large appliances, Arabia china (Norway); Bank of Boston (Panama, Puerto Rico); Hasbro toys, Fisher Price toys (Panama); Aji-No-Moto soups and noodles, Banco Hipotecario (Peru); Charter Chemicals & Coatings' paints, Family Bank, San Miguel's Golden Fry oil (Philippines); Banco Portugues do Atlantico, Mattel toys, Dart & Krafts' Duracell, Dun & Bradstreet, Centralcer's Sagres beer (Portugal); The Gap clothing (Puerto Rico); Citibank/Citicorp Citifunds, Finnair Airline (Singapore); Southern Sun Hotel, Maxell tapes, Mentholatum Co., *Business Day*, Hitachi vcr equipment (South Africa); United Security Insurance, Excellent Trading retail stores, Divi Hotel Corp beach & Raquet club and hotel, Harrison's Electrical retail store (Trinidad/Barbados); Lloyd's Bank, Banco Exterior Uruguay (Uruguay); Texas Instruments computers and calculators, Seagram's Licorerias Unidas/rum, Cerveceria Regional beer, Natl Cash Register computers (Venezuela).

Lost: Philips small appliances (Australia, Chile, Mexico); United Permanent Bldg Society, Castlemaine-Tooheys beer, Homecraft electrical retailer, *Times Daily Telegraph* (Australia); Thomas Cook, Kodak film (Austria); Krups appliances (Belgium, France); Credit Lyonnaise Bank (Belgium); Henkel detergents (Brazil); American Home Products (Canada, France—Immac, Preparation-H); Banco de Colombia, Aeromexico (Colombia); Aeroperu (Ecuador); Quaker Oats (Ecuador, Mexico); Lenox dishware (El Salvador); Carousel Colourhire, Lloyd's Bank (England); Ashe, Casio, AHP, Dutch Dairy Bureau (England/Harrison Agency); SOK grocery chain, Aluvuden Puunjalostustehdas doors (Finland); William Grant Glenfiddich Whiskey (France); American Express Green Card, Club Med, Roland Markem liquors (Germany); Greek Breweries (Greece); Lee Gardens Hotel (Hong Kong); Grupo Finanziario Tessile, Sebino toys, Rete 4 TV (Italy); Jamaica Citizens Bank (Jamaica); Combe's Odor Eaters (Japan); Dreamland Mattresses (Malaysia); Van der Meer furniture (Netherlands); Spencer Ayvery, Rank Appliances (New Zealand); Franquicias Panemenas KFC and Pizzamigo, Servicios Sincron fast food (Panama); Banco Industrial (Peru); Nestle's Nescafe Espresso (Philippines); Bosch Zvellig tools (Portugal); Woolworth's (Puerto Rico); Pan Am Airline (South Africa); Coca-Cola (South Africa—Mello Yello, Tab; Thailand—Coke, Sprite); Henkel's Dixan (Spain); Ahlgrens' Pastilles, Searle sugar substitutes (Sweden); Asuag watches, Depharma (Switzerland); Union Carbide batteries, Kraft (Venezuela).

Officers

Robert L. James, chmn-ceo; John J. McNamara, president-coo; Barry L. Day, vice chmn; John F. Bergin, vice chmn, president (USA); Eugene H. Kummel, chmn exec committee. Exec vps/Worldwide—Gianni Cottardo, regional director; Max Cusnir, regional director (Asia-Pacific); Michael C. Ferrier, regional director; Bohdan I. Kurylko; Marcio M. Moreira; Jens Olesen, regional director (Latin America); Michael Sennott; William J. Shively, regional director; William C. Thompson Jr.

Phone: (212) 697-6000.

McKinney, Silver & Rockett

RANK 76

Raleigh, N.C.

($ in millions)

Worldwide	1985	1984	% chg
Gross income	12.5	10.9	14.9
Billings	83.1	72.3	14.9

U.S. billings ($ in millions)

	1985	1984	% chg
Media	69	60	14.3
Materials/services	6	5	14.4
Capitalized fees	8	7	15.0

Billings breakdown by media

Newspapers	26.0	Magazines	22.0
Radio	13.0	Spot tv	25.0
Outdoor	5.0	Bus. papers	7.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	126	1
Domestic	126	1

Annual review

A similar $10 million increase in billings is expected in 1986 as in 1985 as activity for new clients gained in late 1985, Pinkerton Tobacco's four products and Empire Airlines (bought by current client, Piedmont Airlines), begins to unfold. Internal growth at McKinney is generally good for about 40% of increased billings annually, according to the agency. In 1986, the agency gained Valley National Bank in Phoenix, its first entry into the Southwest, and will pick up Bankers Trust in South Carolina which was acquired by MS&R's existing client, North Carolina National Bank.

U.S. accounts

Gained: Pinkerton Tobacco Co.; Empire Airlines; Holiday Inns.

Lost: South Carolina Natl Bank.

Officers

Charles McKinney, chmn, president; Robert Doherty, exec vp. Senior vps—Lloyd Jacobs; Michael Winslow, Charles Ashby, creative group directors; Donald Heineman; John Ketchum.

Phone: (919) 828-0691.

Medicus Intercon International

RANK 55

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	19.3	14.8	30.2
Billings	160.3	135.6	18.3
U.S.	**1985**	**1984**	**% chg**
Gross income	8.0	6.7	19.2
Billings	65.2	60.2	8.4

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	9	8	12.1
Materials/services	7	9	(25.2)
Capitalized fees	49	43	14.9

Billings breakdown by media

Magazines	17.0	Medical journ.	23.0
Radio	1.0	Spot tv	1.0
Point of sale	35.0	Direct mail	8.0
Fsi	—	Other	15.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	369	23
Domestic	100	2

Annual review

A 26.1% increase in overseas billings was the primary reason over-all billings rose 18.3% at Medicus, a subsidiary of DMB&B. The non-U.S. increase primarily related to two acquisitions: ADA Group in the U.K. in May, and an increase in equity from 49% to 100% of Creaccion in Spain, giving Medicus a presence in two of the world's eight largest healthcare markets. Medicus is projecting a 14% increase in 1986 in billings, an expansion including two new operations: A consumer advertising division in the U.S., and a second division formed from the Medicus agency in Germany.

U.S. accounts

Gained: Degussa; Unipath.

Foreign accounts

Gained: Mead Johnson, Medtronic, Southam (Canada); Ciba-Geigy, Schering Essex, Searle (Germany); Italfarmaco (Italy); Beecham, Daiichi, Pfizer, Shida-Sodexho, Tanabe, Toray (Japan).

Officers

Lawrence J. Lesser, chmn. Presidents—William G. Castagnoli (North America); Hartwig Ellmer, intl; Robert M. Ross, science, medicine; Hans Aarden (Canada). Exec vps—Jay M. Cohan, mng dir (U.S.); Stephen P. King, creative director (U.S.). Senior vps—Gary A. Elman, comptroller; Wilhelm Rall, intl comptroller; Nicholas F. Maile, group director Far East; Kenneth F. Benjamin, director mktg, media; Francis R. Gace, Melissa Gryczka, John P. Ibelli, directors client services.

Phone: (212) 826-0760.

Quirks and quakes

SSC&B:Lintas began in 1946 as Sullivan (Raymond), Stauffer (Donald), Colwell (Robert) & Bayles (Heagan), was shortened to SSC&B when it linked up with Unilever-owned Lintas in 1967, and joined Interpublic Group of Cos. in 1979.

Meldrum & Fewsmith

RANK 83

Cleveland

($ in millions)

Worldwide	1985	1984	% chg
Gross income	11.4	9.9	15.2
Billings	76.3	66.3	15.0
U.S.	**1985**	**1984**	**% chg**
Gross income	10.3	9.1	13.9
Billings	69.0	60.5	14.0

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	7.9	Magazines	4.2
Radio	10.2	Network tv	12.1
Spot tv	26.9	Cable tv	2.2
Outdoor	0.7	Bus. papers	18.3
Farm pubs	6.5	Transit	0.1
Yellow pages	10.9	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	157	3
Domestic	157	3

Office billings ($ in millions)

Meldrum & Fewsmith	Cleveland	58.7
Meldrum & Fewsmith	Detroit	8.6
Meldrum & Fewsmith	Chicago	9.9

Annual review

Increased activity among existing clients will push up billings to the $82 million level in 1986 led, in part, by growth in new business from clients, Libbey Glass, Gem Savings and Nationwise Auto Parts stores gained in 1985. These three accounts, which will account for about $10 million in billings in 1986, helped stimulate billings by 13%.

U.S. accounts

Gained: Alps Electric; Davis Construction; Estech, Vigoro div; Expositions; Gem Savings; Gimbels Dept Stores of Western Pa.; Lutheran Medical Center; Medical Payment Systems; Nationwise Inc., auto parts stores; Owens-Illinois, Libbey Glass div; Ringling Bros. & Barnum & Bailey Combined Shows; Rubloff Financial Services; Sears World Trade; Voinovich Cos.

Officers

Arthur E. Earley, chmn; Terrence G.E. Parmelee Sr., president-ceo; Chris N. Perry, exec vp, creative services. Senior vps—Robert P. Huddilston, secretary, treasurer; Bruce S. Childers, mktg services; Jeffrey H. Bryden, Robert Iredell IV, Richard H. Herrmann, mgmt supers; John C. Bryan, gm (Detroit); Thomas E. Butterfield, gm (Chicago).

Phone: (216) 241-2141.

Muir Cornelius Moore

RANK 99

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	9.5	13.0	(26.9)
Billings	63.2	86.6	(27.0)

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	0	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	10.0	Magazines	5.0
Radio	3.0	Spot tv	5.0
Outdoor	2.0	Bus. papers	15.0
Fsi	—	Other	60.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	125	2
Domestic	125	2

Annual review

Existing clients' cautious about expanding budgets, and a number of client losses helped contribute to an over-all decline of 27% in billings, according to the agency. New gains have picked up in 1986 as a total of $5 million in new business has come in from Long Island Savings Bank and Continental Insurance (corp). The agency was restructured into two divisions,

PR's influence on top 10 in 1986

($ in millions)

Rank without pr*	Rank with pr**	Agency	Worldwide gross income without pr	Agency pr company/ net fee ($ in millions)	Worldwide gross income***
1	3	Ted Bates Worldwide	$466.0	NA	$466.0
2	2	Ogilvy Group	463.1	Ogilvy & Mather PR/18.2	481.1
3	4	J. Walter Thompson Co.	450.9	Hill & Knowlton/78.0	450.9
4	5	Saatchi & Saatchi Compton	440.9	NA	440.9
5	1	Young & Rubicam	431.4	Burson-Marsteller/104.6	536.0
6	6	BBDO International	368.2	Doremus & Co./8.8	377.0
7	7	McCann-Erickson	345.2	NA	345.2
8	8	D'Arcy Masius Benton & Bowles	302.7	Manning, Selvage & Lee/16.8	319.5
9	10	Leo Burnett	269.4	NA	269.4
10	9	Foote, Cone & Belding	251.9	Carl Byoir & Associates/32.3	284.2

* World gross income without pr fees

** World gross income with pr fees as appearing on Page 1.

*** Some agencies reported their pr activities to Advertising Age without breaking them out. This chart is a composite of the AA top 10 by worldwide gross income and the 1986 edition of "O'Dwyer's Dictionary of PR Firms." AA accepts pr income if the unit is not considered an autonomous unit by the agency.

MCM Sales Promotion and MCM Advertising. Peter Wells was left president of the sales promo side, and Peter Post was named president of the advertising division. Strategy for 1986 is to "stick to our knitting," contain costs and add three to five major new accounts. An agency spokesman says "nice" new business is in the works and clients are spending.

U.S. accounts

Gained: Carteret Savings; Colt Industries; E.F. Hutton; Generel Electric, automatic controls; Navtel; Northeast Savings; Touche Ross.

Lost: Cetus Corp; Harris Corp; Pfizer Intl; Sperry; SEI.

Officers

William P. Muir, chmn. Vice chmns—James Cornelius, director business devel; Richard Moore, exec creative director. Presidents—Peter R. Wells, MCM sales promo; Peter P. Post, MCM Advertising. G.L. Patrick, C. Farese, L.O. Roberts, V. McQueeney, R. Hensley, senior vps.

Phone: (212) 687-4055.

RANK

68

Nationwide Advertising

Cleveland

($ in millions)

Worldwide	1985	1984	% chg
Gross income	15.0	15.0	0.0
Billings	100.0	100.0	0.0
U.S.	**1985**	**1984**	**% chg**
Gross income	14.3	14.3	0.0
Billings	100.0	100.0	0.0

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	70.0	Magazines	20.0
Radio	—	Other	10.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	293	34
Domestic	293	34

Annual review

Nationwide, whose billings did not fluctuate, expects a modest increase in 1986. From its 29 U.S. and five Canadian offices, this recruitment agency services the personnel/human relations departments of client companies. The agency also provides hiring campaigns and collateral material on such areas as college recruitment, jobs fairs and employee referrals.

Officers

George Gund, Gordon Gund, co-chmns; Thomas Richey, president-coo; John W. Graham, ceo; Jim Miller, cfo.

Phone: (216) 579-0300.

RANK

16

Needham Harper Worldwide

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	127.1	115.9	9.7
Billings	847.3	781.7	8.4
U.S.	**1985**	**1984**	**% chg**
Gross income	107.9	97.5	10.6
Billings	719.5	659.4	9.1

U.S. billings ($ in millions)

	1985	1984	% chg
Media	414	384	7.8
Materials/services	72	69	4.8
Capitalized fees	233	207	13.0

Billings breakdown by media

Newspapers	3.5	Magazines	12.7
Supplements	0.4	Radio	4.6
Network tv	28.2	Spot tv	7.5
Cable tv	0.5	Outdoor	0.5
Dir. resp. tv	4.3	Other	37.8

Work force and facilities in 1985

	Employees	Offices
Worldwide	2,422	42
Domestic	1,385	14

Office billings ($ in millions)

Needham Harper	New York	141.0
Needham Harper	Chicago	366.1
Needham Harper	Los Angeles	99.1
Needham Harper	Washington	26.1

Annual review

Needham, which spent its first full year of operation under its new streamlined management team, recorded a 9.1% increase in U.S. billings and 8.4% increase in worldwide billings. Highlights included a spurt in billings of $21 million on the West Coast, including the California Lottery (worth $15 million in business); the addition of Tony Vanderwarker from Needham/Chicago to the New York management team; opening of a Washington D.C. office; a 97% growth in the pr division, attributable to expansion in Chicago, New York and LA; putting the worldwide organization under leadership of John Bradstock from USP Needham Australia. Pepsico's Frito-Lay—Cheetos, Ruffles and new product, McCracken's apple chips—was a major acquisition when Frito-Lay split with Y&R. The agency also gained General Mills' Nature Valley Boppers ($25 million), Campbell Foods Seafood en Croute ($12 million) and Clorox home products ($4.3 million). Needham Harper also acquired Lane & Huff Advertising, San Diego, billing $10 million. Although working hard on new business, Needham Harper expects growth to be largely internal.

U.S. accounts

Gained: Armour-Dial; Busch Entertainment Corp, Exploration Cruise Lines; California State Lottery; Clorox Co., household prod div, Kingsford div, Olympic div Lucite paint; Frito-Lay, Cheetos, Ruffles; General Mills, Peanut Butter Boppers, French Quarter french bread, Goldrush ice cream bars; Home Federal; Kraft, Kraft reduced calorie dressing, refrigerated prods div; Morton Thiokol, Morton garlic salt; *San Diego Union/Tribune*; Sharp Health Systems; Wolverine World Wide, Hush Puppies Footwear div.

Lost: American Intl Group; Baltimore Honda Dealers Assn; KABC Talkradio; MGM; Shasta beverages; Southern Cal. Honda Dealers.

Foreign accounts

Gained: Hickory Fashion, Ford Dealers, BankAmerica, S.C. Johnson, Citizen watches, 3M Australia (Australia); Glaxo (Austria); Sealy, E.B. Eddy Co., Honda Dealership (Canada); Germaine Monteil (Germany); Dow, Jack Chia Intl, Lam Soon (Hong Kong); Kusen (France); Casa Vinicola, Antiche Fattorie Fiorentine, V.I.P. (Italy); Boots Co., Sandoz (Netherlands); ALIA Royal Jordanian Airline, LPG Marketing Committee (New Zealand); Jack Chia Group, Duracell (Malaysia); A&W Root Beer, Jack Chia & Co. (Singapore); Bimbo, American Cyanamid, Wilkinson Sword, Capri Sun, Spalding, Hasbro, Sotheby's (Spain); B.A.T., Maxell (Sweden); BankAmericard, BASF's K&E Inks (Switzerland); AT&T, Ford Motor, Fujitsu. Lam Soon (Thailand/Needham Standard Intl); Great Eastern Drug Medicol 550 pain reliever, Loxley Co. Olivetti typewriter and computer (Thailand/Far East Advertising); Bass plc, Boots Co., Cadbury-Schweppes, Hasbro Bradley, Reckitt & Colman pharmacy div; Veuve Clicquot (U.K.).

Lost: Bunge Australia bread mixes (Australia); Embassy Pictures (Canada); Thomson-Brandt tv and hi-fi equipment (France); Bayerische Vereinsbank, Rank Xerox (Germany); McCulloch Italiana motor saws (Italy); McDonald's, Rank Xerox (Netherlands); Rank Xerox (New Zealand); Generation 2000 Brittania jeans (Hong Kong); Hunter Douglas roofing tiles (Malaysia); Nicholas Kiwi household cleaners (Singapore); Clorox household prods, Honda Motorcycles, Renfe Spanish Railways (Spain); Weetabix Ltd Natural Crunch (U.K.).

Officers

Keith L. Reinhard, chmn-ceo; Paul C. Harper Jr., chmn emeritus. Presidents—John Bradstock, intl div; James D. Kuras (New York); Gerrold R. Rubin (Los Angeles); C.A. Wolfe (Chicago). Exec vps—Edward A. Haymes, cfo, treasurer, secretary; Joel M. Hochberg, director creative services (Chicago); Larry D. Postaer, director creative services (Los Angeles); Carleton Vanderwarker, director creative services (New York); John Porter; C. James Schaefer; Joseph P. Landy; Robert J. Savard; Norval B. Stephens Jr.; William D. Wells; George J. Zahka. Michael F. Atkin, Ronald W. Bess, Don Bigda, Leo Brandstatter, Peter Burkhard, D. Michael Cafferata, Pat A. Cafferata, Tom Cavanagh, Robert Coburn, Jack W. Copher, David T. Drake, Wesley P. Dubin, Herb Ehrenthal, Alan Fraser, Susan Emerson, Susan Downs Gillette, Brian Goodall, Vicki Greene, Raymond Groff, Bill Hagelstein, William F. Heimann Jr., Thomas P. Hanft, Thomas D. Hartje. John D. Hetherington, T. Grant Hill, Emil Iannaccone, William Klimas, Roy Lancaster, Roger P. Laven, James Lawson, Kathie McKirdy, Richard Murray, Richard H. Needham, Curt Olson, Daniel Pollick, Don Richards, Carolyn Roughsedge, Stuart J. Sharpe, Chris Shead, David Snell, Page Thompson, Louis A. Tripodi, Stephen Versandi, Robert E. Welsh, Judith Werme, Michael S. White, John Wren, Gary Yoshida, Gary Wenzel, Gene Yovetich, senior vps.

Phone: (212) 758-7600.

RANK

2

Ogilvy Group

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	481.1	421.0	14.3
Billings	3,318.7	2,887.9	14.9
U.S.	**1985**	**1984**	**% chg**
Gross income	307.2	270.5	13.6
Billings	2,048.9	1,804.3	13.6

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U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	7.1	Magazines	16.0
Supplements	0.6	Radio	4.2
Network tv	37.7	Spot tv	13.7
Cable tv	0.2	Outdoor	2.9
Bus. papers	1.0	Yellow pages	3.7
Direct mail	10.5	Dr. resp. tv	0.9
Dr. resp. radio	0.1	Dr. resp. news.	1.2
Dr. resp. mags.	1.2	Other	—

Work force and facilities in 1985

	Employees	Offices
Worldwide	8,759	269
Domestic	3,841	60

Office billings ($ in millions)

Ogilvy & Mather	New York	675.0
Ogilvy & Mather	Houston	66.0
Ogilvy & Mather	Los Angeles	112.0
Ogilvy & Mather	Chicago	171.0
Ogilvy & Mather	San Francisco	71.0
Ogilvy & Mather	Atlanta	26.0
Ogilvy & Mather	Washington	1.0
Ogilvy & Mather-Partners	New York	70.0
O&M Direct Response	New York	172.0
Rolf Werner Rosenthal	New York	56.0
Scali, McCabe, Sloves	New York	243.9
Scali, McCabe, Sloves	Atlanta	NA
Scali, McCabe, Sloves	Houston	NA
Scali, McCabe, Sloves	Los Angeles	NA
Cole & Weber	Seattle	55.1
Cole & Weber	Portland, Ore.	15.1
Cole & Weber	Salt Lake City	7.8
Cole & Weber	San Francisco	17.0
Cole & Weber	Los Angeles	7.3

Annual review

Corporate restructuring begun in May created a separate board for publicly-held Ogilvy Group and another for Ogilvy & Mather Worldwide, the primary network. Cole & Weber expanded into Canada and O&M San Francisco was set up as an independent agency under the name, Hal Riney & Partners, spun off Jan. 1, 1986 with O&M holding a minority interest. Another major O&M group, Scali McCabe & Sloves, acquired Minneapolis-based Fallon McElligott Rice in February, 1986. The agency expects to maintain a 17% growth in profit and 14.4% growth in revenue recorded in 1985. Client spending is holding steady, and work for new accounts, Hardee's restaurant and Polaroid, the latter on the international front, and additional assignments from Seagrams will build the revenue base during the year.

U.S. accounts

Gained: Hardee's Food Systems; Covidea; Seagrams, gin, vodka, 7 Crown, Canadian Hunter, Taylor California Wines, Taylor Champagne, Wine Coolers, Glenlivet, corp adv; General Foods, Tang; Ansa Corp, Mgmt Information Services.

Lost: Lever, Aim toothpaste, Dimension shampoo.

Foreign accounts

Gained: American Express (Austria, Greece, Germany); Avon (Switzerland); Bat, Richardson-Vicks (China); Bayer (Korea); Beecham (Canada, Colombia, New Zealand); Chesebrough-Pond's (Ecuador, Ireland, Korea); Compaq (Australia, Italy); Duracell (New Zealand); General Foods (Italy); Guinness (Japan, New Zealand); Johnson & Johnson (Spain); Kimberly-Clark (Italy, Malaysia, Netherlands, Singapore, Taiwan, Thailand, Spain); Nestle (Singapore); Parker Pen (Ireland, Japan, Uruguay); Pepsico, Nutrasweet (Switzerland); Philips (Belgium, Ecuador, Italy, Turkey); Polaroid (Argentina, Australia, Austria, Belgium, Brazil, Chile, Colombia, Denmark, Finland, France, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Italy, Malaysia, Mexico, Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, U.A.E., U.K., Venezuela, Uruguay); Seagram (Argentina, Austria, Netherlands, Thailand); TWA (Denmark); Unilever (Colombia, Korea); Wagner Spray Tech (South Africa); AT&T (Australia, Canada, Thailand); Hallmark (Australia, Colombia); Michelin (London); Nike (Hong Kong); Quaker (Canada, Ecuador); Volvo (Finland, Netherlands, Norway); G.D. Searle (Argentina, Switzerland).

Lost: Air Canada (Australia, Austria, Belgium, Canada, Denmark, France, Germany, Greece, India, Italy, Kenya, Singapore, South Africa, Switzerland, Thailand, U.K.); Beecham (Italy, Japan, Netherlands); Compaq (Germany); General Foods (Singapore); Parker Pens (Colombia, France, Netherlands, U.K.); Philips (New Zealand); Canon (France); Dominion Stores, Wendy's (Canada).

Officers

Ogilvy Group: William E. Phillips, chmn-ceo; Michael J. Ball, James Benson, Kenneth Roman, vice chmns; John P. Gill, secretary, treasurer; Graham Phillips, chmn (U.S.); David Ogilvy, ex-officio. Ogilvy & Mather Worldwide: William E. Phillips, chmn; Kenneth Roman, president; Michael J. Ball, vice chmn; William Weed, director intl accts; Graham Phillips, chmn (U.S.); Norman Berry, creative head, president (N.Y.). S.M.S. Group: Marvin Sloves, chmn-ceo; Edward McCabe, president, worldwide creative director. Cole & Weber: Harold Dixon, chmn; Hal Newson, president, creative director. Hal Riney & Partners: Hal Riney, chmn. Davidson Pearce Ltd.: Christopher Hawes, chmn-ceo. Meridian Advertising Cos.: Kenneth L. Brady, chmn-ceo. Euramerica Translations Inc.: Yuri Radzievsky, president.

Phone: (212) 907-3400.

Ogilvy & Mather Direct Response

This direct response subsidiary of Ogilvy Group reported gross income of $49,000,000, of which $19,000,000 was non-U.S. contribututions, in 1985 on billings of $331,000,000. In 1984, it reported gross income of $38,000,000, of which $14,000,000 was non-U.S. contributions, on billings of $256,000,000.

The agency's 1985 and 1984 U.S. volumes of $200,000,000 and $160,000,000, respectively, were not broken down.

Included in the agency's U.S. figures were returns from its offices in New York, San Francisco, Los Angeles, Houston, Chicago and Atlanta, and returns from Ogilvy & Mather Yellow Pages in White Plains, N.Y., and A. Eicoff & Co., Chicago.

Growth from current clients, particularly Amex, AT&T, TWA and Chemlawn, should give the agency 20% growth in billings in 1986, according to a spokesman. In 1985, the agency grew 25% in U.S. billings. The major regional offices each showed strong growth, highlighted by the West Coast's Pacific Bell directories account, Atlanta's Kinder Care, and Chicago's Sears, Roebuck & Co., and Zale's. The agency purchased A. Eicoff & Co., Chicago, and folded its results into its totals.

The agency gained: Pacific Bell Directories; Avon; Brown & Williamson; Cal Gas. It lost: MGM Grand.

Billings breakdown: Yellow Pages 5%, direct mail 57%, direct response tv 25%, direct response radio 1%, direct response newspapers 5%, direct response magazines 7%.

Top execs: Jerome W. Pickholz, chmn-ceo; Stanley Winston, vice chmn, exec creative director; William Morrissey, president-coo (New York). Senior vps—Howard Meiner, cfo; Chuck Guariglia, personnel, admin; Howard Leichuk, exec media director; George Orme, mgmt super; Norm Paley, production, traffic; Hank Stromberg, William Trembath, Michael Cancellieri, assoc creative directors; Alvin Eicoff, chmn, A. Eicoff & Co.; Ron Bliwas, president, A. Eicoff & Co.

Phone: (212) 340-3500.

RANK

60

Ohlmeyer Advertising

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	17.0	13.6	25.0
Billings	115.4	91.0	26.8

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	2.0	Magazines	5.0
Supplements	2.0	Radio	2.0
Network tv	63.0	Spot tv	16.0
Cable tv	5.0	Fai	5.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	60	1
Domestic	60	1

Annual review

Ohlmeyer picked up all the 1986 national tv buying (regular tv, cable and syndication worth $250 million and previously handled by Y&R) for all R.J. Reynolds Cos., when Reynolds acquired Nabisco Brands in 1985 to add to the national tv buying and free-standing inserts it gained from Nabisco Brands in 1985. The agency, whose functions are weighted more toward the media buying metier than creative, recorded a billings increase of 26.8%.

U.S. accounts

Gained: Trump Castle Hotel & Casino; Natl Hockey League; ESPN; Nabisco Brands, all natl tv buying picked up in 1985.

Officers

Don Ohlmeyer, chmn; Dean Heitler, president-ceo. Exec vps—Lee Pratt, media programing; Wally Weiss, creative director.

Phone: (212) 418-6900.

RANK

86

Richards Group

Dallas

($ in millions)

Worldwide	1985	1984	% chg
Gross income	10.9	7.8	39.1
Billings	72.3	53.2	35.8

U.S. billings ($ in millions)

	1985	1984	% chg
Media	11	6	83.2
Materials/services	9	7	20.7
Capitalized fees	53	40	31.5

Billings breakdown by media

Newspapers	18.0	Magazines	8.0
Radio	20.0	Spot tv	45.0
Outdoor	5.0	Direct mail	4.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	165	1
Domestic	165	1

Annual review

A 35% increase in billings came largely

through strong new client activity that also will result in a staff increase of 20 and expansion of office space in 1986. The agency got strong growth from existing clients—Metromedia's LDS ($3.5 million in billings), *Dallas Times Herald* ($2.5 million), Autry Industries ($1.6 million) and Muse Air Corp. ($4 million) before Muse's departure.

U.S. accounts

Gained: Tom Thumb Page; Crown Leasing; Pier 1 Imports; Residence Inn Co.; Metroplex Cadillac Group; ABF Freight System; Hogan Systems; Metroplex Telecommunications; Network 1; Pace Foods; Phoenix Marine Enterprises; Wynmere Ltd., fine jewelry; KRLD-TV; Sunbelt Savings; Southland Corp/Cityplace.

Lost: Muse Air Corp; Brookshires Grocery Co.

Officers

Stan Richards, president; Jim McGhee, Brad Todd, mgmt supers; Scot Dykema, cfo; Gary Gibson, Glenn Dady, Rob Schapiro, Ray Redding, David Fowler, Grant Richards, Mike Malone, Dick Mitchell, Steve Miller, creative group heads; Tom Erlon, media director; Tave Campbell, acct group super; Martin Bybee, director operations; Mark Cunningham, director rsch, creative planning.

Phone: (214) 891-5700.

Rosenfeld, Sirowitz & Humphrey

RANK
56

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	18.4	15.6	18.0
Billings	139.0	121.5	14.4

.S. billings ($ in millions)

	1985	1984	% chg
Media	101	84	19.2
Materials/services	10	9	16.0
Capitalized fees	28	29	(0.2)

illings breakdown by media

Newspapers	7.0	Magazines	17.0
Supplements	1.0	Radio	4.0
Network tv	20.0	Spot tv	41.0
Cable tv	2.0	Outdoor	1.0
Bus. papers	3.0	Point of sale	1.0
Catalogs	1.0	Dir. resp. news.	1.0
Fsi	1.0	Other	—

ork force and facilities in 1985

	Employees	Offices
Worldwide	165	1
Domestic	165	1

Annual review

New business and new assignments amounted to $35 million, the highest ever at this agency, which named Stephen Humphrey president-ceo/N.Y., replacing Tom Lawson in that post and on the agency masthead. Mr. Lawson and a piece of RS&H business, McDonald's owner-operated associations, joined Laurence, Charles & Free, which added his name to its title. Most of the growth came from existing ccounts like Charles of the Ritz, adding $20 million in billings from new roducts, and Chase Manhattan Corp. RS&H hopes for a 15% gain in billings n 1986.

U.S.accounts

ained: Charles of the Ritz, all rands including Bain de Soleil, Jean Vate, Enjoli, Opium, Paris, Forever Krystle, Carrington, Yves St. Laurent, Rive Gauche, Kouros, new prods; hase Manhattan Corp, Chase Bank of hio, Chase Bank of Maryland, Masercard, Visa; Block Drug Company, -14 Mildew Cleaner, new prods; 'ugo America, Inc., Mini Compact uto Import.

ost: McDonald's Local Co-ops (New 'ork, Michigan, Wisconsin).

Officers

on Rosenfeld, Len Sirowitz, cohmns; Stephen E. Humphrey, presilent; Robert W. Hinson, exec vp-chief admin officer; Howie Brodsky, exec vp-cfo; Fred Turdik, exec vp-director operations. Senior vps—Melisse Shapiro, creative mgmt super; Leslie Amozig, director media operations; James Spanier, director mkt rsch. Alice Brooks, vp-director personnel.

Phone: (212) 505-0200.

uirks and quakes

'en years ago No. 165 was Lord, ieller, Federico & Partners. Eleven-ear veteran of the agency Arthur W. instein Jr. became partner in 1978, hich was 10 years after Norman ieller moved to the agency from Kurit, Geller Associates, an agency that volved into Calet Hirsch Spector.

Ross Roy Inc.

RANK
29

Detroit

($ in millions)

Worldwide	1985	1984	% chg
Gross income	46.5	37.8	23.0
Billings	310.0	252.0	23.0

Office billings ($ in millions)

Ross Roy inc.	Detroit	270.0
Griswold	Cleveland	40.0

U.S. billings ($ in millions)

	1985	1984	% chg
Media	135	128	5.5
Materials/services	42	25	68.0
Capitalized fees	133	99	34.3

Billings breakdown by media

Newspapers	7.0	Magazines	10.0
Supplements	1.0	Radio	14.0
Network tv	26.0	Spot tv	19.0
Cable tv	1.0	Outdoor	1.0
Bus. papers	3.0	Point of sale	5.0
Yellow pages	3.0	Direct mail	3.0
Catalogs	6.0	Telemarketing	1.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	707	10
Domestic	632	6

Annual review

Acquisitions marked the year for Ross Roy. It bought Griswold Advertising, Cleveland, on Dec. 31, and purchased equity interest in Lerner Scott Corp., a Chicago direct marketing agency. Ross Roy and Griswold have had a working relationship in the past. They were partners in Ross Roy/Colarossi Griswold, N.Y., until 1983 when Griswold sold its equity interest to Ross Roy. Griswold in 1985 had gross income of $6,329,106 on billings of $42,194,043, compared with gross income in 1984 of $6,098,875 on billings of $38,600,473. Griswold's totals are included in Ross Roy's figures.

U.S. accounts

Gained: Four Seasons Solar Products Corp; Stanadyne, Moen faucets.

Lost: Owens-Illinois, Libbey Glass div; Furrs Cafeterias.

Foreign accounts

Gained: Waltec, Windsor Raceway Ltd. (Canada).

Lost: Kenhar Products (Canada).

Officers

Glen W. Fortinberry, chmn, president-ceo. Exec vps—John L. Frakes, exec creative director; F. Robert Steiger, creative director; Peter C. Vetowich, director retail operations; Bruce S. Wagner, director client services; Richard C. Ward, director merch. Senior vps—Lance L. Aldrich, Sidney P. Houghton, creative directors; Michael L. Labiak, Francis M. Dattils, group creative directors; Roy W. Edmonds, exec producer, broadcast director; Chris A. Lawson, finance, treasurer; Gerald N. Moody, director mktg services; R. John Oliver, gm Ross Roy Productions; P. James Quigley, James A. Sanfilippo, Byron K. Shaffer, Richard L. Simmons, James V. Vehko, group acct supers. Frank D. Wilberding, director mktg planning.

Phone: (313) 568-6000.

Quirks and quakes

Ten years ago Gerald Rafshoon Advertising, Atlanta, ranked No. 88. But then came the Rafshoon-created campaign for Jimmy Carter, the Carter presidency in which Gerald M. Rafshoon became an advisor in 1978, and the unsuccessful Carter campaign in 1980. The agency phased out, and Mr. Rafshoon turned film producer in opening Rafshoon Communications in 1981 in Washington.

More about Florida's Money Market

If you're looking for Florida's Money Market, you'll find it in Fort Lauderdale/South Palm Beach, the number one major Florida market in per capita retail sales.

HAPPY BIRTHDAY STEVE!

The News/Sun-Sentinel not only delivers two out of three readers in Florida's most affluent market, but it is now the fastest growing newspaper in the State.*

The Fort Lauderdale/South Palm Beach
News/Sun-Sentinel
Florida's Money Market.

Represented nationally by C.W.O. & O.; Sunday Magazine Network, in Florida by Publishers Representatives of Florida.

*Source: Audit Bureau of Circulation, 6 months ended September 30, 1985.

Rumrill-Hoyt

RANK 52

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	21.1	13.2	59.5
Billings	121.6	149.5	(18.7)

U.S.	1985	1984	% chg
Gross income	0.0	0.0	—
Billings	0.0	0.0	—

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	256	256
Domestic	NA	NA

Annual review

A 23% increase in billings was spurred on by major growth in the New York State Lottery ($13 million). Totals for Rumrill-Hoyt also include those of Computer Marketing Services, Rochester.

U.S. accounts

Gained: New York: Puerto Rican Economic Devel Agency; Beneteau, boats; Russ Berrie, stuffed toys. Rochester: Pfizer, animal health prods; Champion, sportswear; Eastman Kodak, venture groups; DuPont, pr; DMS, Yellow Pages. Computer Marketing Services (Rochester): RCA, Microtel, Equitable, Wilfred American, Fiatallis, *P.C. World*.

Lost: South African Tourism.

Officers

New York: G.D. Landis, chmn-ceo; P.J. Goldsmith, president-coo; Eugene F. Novak, C.S. Adorney, consultants. Exec vps—William R. Hamilton, Lila M. Sternglass, creative directors; Bernard J. Long, Herbert W. Warden, mgmt supers. Senior vps—Henry E. Dunn III, mgmt super, director admin; Richard Ferrante, assoc creative director; Harvey Kahn, mgmt super; John Ryan, media director; Robert Werlin, mktg rsch director. Vps—John van der Kieft, group super; Diane Galarza, acct super; Jerome Lenoff, exec art director; John E. Rodwell, Alan Herzog, Eduardo Zayas, assoc creative directors; James Scanlon, mgmt super; Raymond F. Stokes, acct super; Arthur W. Winters, creative group head; John Sweeney, print production, traffic dept. Evanne Kosover, broadcast mgr; Matthew K. Borzi, radio and tv mgr; Jan Zlotnik, senior copywriter; Lyn Kest, office services mgr. Rochester: Joseph M. Valerio, chmn; Richard D. Thomson, president-ceo. Senior vps—Donald B. Weber, director client services; Nicholas I. Orloff, creative director; David A. Fisher, acct group mgr. Vps—Keith J. Kuehn, Harold Vanderbush, acct group mgrs; B. Vicki Lewis, assoc group mgr; Graeme C. Blasdel, Robert F. Davison, Helen C. Hutchings, Ralph R. Simolo, acct supers; Kenneth W. Jacobs, Raymond J. Bethea, Thomas W. Ellefson, Michael A. Fried, creative group mgrs; Ronald A. Esposito, director graphic services; William J. Mackey, director media planning; Robert J. Heberger, director directory mgmt services; Marcella A. Mastrodonato, print production mgr. Donna Farrington, radio and tv mgr; Anita L. Camardo, offices services mgr.

Phone: (212) 872-4000.

Saatchi & Saatchi Compton Worldwide

RANK 5

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	440.9	337.5	30.6
Billings	3,033.1	2,301.7	31.8

U.S.	1985	1984	% chg
Gross income	169.7	157.4	7.8
Billings	1,233.4	1,093.3	12.8

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	NA	NA
Domestic	NA	NA

Office billings ($ in millions)

Saatchi & Saatchi Compton Inc.	New York	590.0
Rumrill Hoyt	New York	121.6
Fairfax	New York	23.0
Cochrane Chase, Livingston	Newport Beach	69.5
Kleminer Advertising	New York	50.6
McCaffrey & McCall	New York	198.0
Other	New York	151.6

Annual review

Acquisitions continued paramount in Saatchi thinking as it purchased Rowland Co., a leading public relations firm in New York, in March, 1985, and in February, 1986, its U.K. subsidiary, Dorland Advertising, joined with Dancer Fitzgerald Sample to create DFS Dorland Worldwide, producing an international agency network with total billings of $1.2 billion. Saatchi purchased U.K. agency Grandfield Rork Collins, billing about $90 million, and in Canada, Hayhurst Advertising with about US$66 million in billings. Under subsidiaries listed previously in this report is the designation, "other." This includes BTD Directory Management, Irv Koons Associates, Mayo Infurna Design, Hoffman York, Kleid Co. and Hay Group. Gross income totals do not include its public relations, market research or management consulting business, although advertising generated by the Hay Group, a management consulting company, was included. Billings from Dorland's new network with DFS are not included in the figures reported by Saatchi. *(See agency group chart and story for contributions from these companies to Saatchi & Saatchi Co. plc, the parent holding company.)*

Foreign accounts

Gained: Australian Electrol Commission (Australia); Brau AG new beer, Philips personal computer (Austria); Lego GmbH (Austria—Lego, Duplo, Fabuland; France—toys; Turkey); Allied Corp polyethylene, Cinta-Gauloises, Sucal-Toblerone chocolate (Belgium); Federal Govt, Sterling Drugs (Canada—pkged goods); Johnson & Johnson (Canada—packaged goods; Greece; Turkey); Danish Rail (Denmark); Finnish Credit Card Co., Akai/Fuji Audio & Video Equipment (Finland); Lesieur Alimentaire (France—oily prods; Germany—salad oil); Royal Champignon mushrooms, BSN Carlsberg beer, Bongrain Bordeau Chesnel delicatessen, Lilly-France ethical products and Alfatel, Agfa-Gevaert paper, Ciba-Geigy ethical products (France); Lanson Pommery champagne, Jacobs-Suchard Mount Tobler Chocolate and hot beverages, Revlon/Woelm Ilja Rogoff Geriatrics (Germany); Greek Breweries Carlsberg beer, Telerex Canada Dry, Victory's Aqua Velva, Savane and Costa Brava (Greece); Peninsula Hotel Group, Ovaltine (Hong Kong); Burroughs Wellcome corp adv, Brook Bond India (India); O.K.B. Advertising: Ballyfree cooked meats, Hunter Advertising: Panasonic Smurfit Panasonics Technics, Fiat Ireland's Uno, Ritmo and Regata (Ireland); Boehringer Ingelheim otc products, Bonomelli Glaxo otc and pharmaceutical prods, Poretti Tuborg beer, Mattel Voltron (Italy); Schering Korea pharmaceutical prods, KorAm Bank, China Airlines, New York Confectionery, Hyosung Heavy Industry (Korea); Carnaby deep-freeze pastry, Hols pet food (Netherlands); Autocrat Sanyo electronics, Estee Lauder, Helene Curtis (New Zealand); Sparebankforeningen Assn of Savings Banks, Finnmark Reiselivsrad tourism, Timex, Banco Borges & Irmao commercial bank, Tractores de Portugal Massey-Ferguson tractors (Portugal); Stamford College, Shiro China chocolates (Singapore); Estado Asociado Libre de Puerto Rico tourism, Ellen Betrix cosmetics (Spain); SP Pneus Suisse Dunlop, Swiss Sports Sponsoring (Switzerland); Austin Rover Group automobiles (Taiwan, Britain/Dorland Group); Green Giant can corn, Max Factor (Taiwan); Siam Intl Corp automobiles, Jaliang Ceramic Bangkok Co. (Thailand); Lee Cooper jeans (Turkey); McDonald's, Dept of Energy, Citibank, Lanson Champagne, IBM word processors, British Rail, United Biscuits, Campbells, Nissan cars, Guinness corp adv, Imperial Group Ross Foods, Gillette deodrants, Allied Lyons corp adv, United Newspapers corp adv (Britain/Saatchi & Saatchi U.K. Group); Presto, Harp Lager, Eden-Vale, Blue Nun wine, Laurent Perrier, Guinness Books (Britain/Dorland); M&M Products skin care, Tea Council, Sands Hotel Group, Overvaal Holiday Resort, Rumevite/Agricura (South Africa).

Lost: Richardson-Vicks Suncare prods (Australia); Playtex (Australia, Belgium, Switzerland); Bensdorp chocolates, Delacre biscuits (Austria); Botring design equipment (Belgium); Canadian Football League (Canada); Bell & Howell (Denmark); Bic-Marine wind surfing (France); United Biscuit (France); Black & Decker tools (Britain/S&S U.K., Germany, Norway, Portugal); Harlenic Bell Books (Greece); Polaroid cameras (Greece, Norway, Singapore); Osborne Sherry, Nina Ricci (Netherlands); Thorn EMI electrical (New Zealand); Norsk A/S Philips (Norway); New Zealand Foods dairy products (Singapore); Wander Isostar, Airwick Binaca Oral Hygenic (Switzerland); Titanico Intl A&W Family Restaurant (Thailand); Caran d'Ache lighters and pens, Maxell tapes (Turkey); Sainsbury's Supermarkets, *Mail on Sunday*, Maples Waring & Gillow furniture, Alexon (Britain/S&S U.K.); Danepack bacon, L'Oreal, Shulton perfumes, Bulmers cider, Dreamlands beds (Britain/Dorland); Clark Nissan, Forlezer ladders, Veka clothing (South Africa).

Officers

O.M. Gossett, chmn-ceo, S&SCW. S&SC/NY—Robert Jordan, chmn; Ed Wax, ceo-president. S&SC Group—Robert Huntington, chmn. James Adler, director-intl. London—Terry Bannister, Roy Warman, Jeromy Sinclair, officers; Alban Lloyd, chmn, Europe; David Miln, chmn, business devel group; Roderick More, chmn, Asia/Pacific. Directors: Charles Saatchi, Maurice Saatchi, Kenneth Gill.

Phone: (212) 754-1100.

Saatchi & Saatchi Compton Inc.

Saatchi & Saatchi Compton, New York, reported gross income of $77,000,000 in 1985 on billings of $590,000,000. In 1984, it reported gross income of $64,500,000 on billings of $462,500,000.

The agency's 1985 U.S. volume consisted of $491,565,150 in media, $25,871,850 in materials and services and $72,563,000 in capitalized fees. Its 1984 U.S. volume consisted of $397,404,000 in media, $20,916,000 in materials and services and $44,180,000 in capitalized fees.

Included in the agency's figures were returns from its offices in Detroit and Los Angeles.

The agency estimates its billings increase to have come 40% from new business and 60% from internal growth. It gained in 1985: Portuguese Tourist; American Motors, Renault div; Ayerst Labs; Jeffrey Martin, Topol, Lavoris; Ludens; Rums of Puerto Rico; WASA; U.S. Health Care. It lost: *National Enquirer.*

Billings breakdown: Newspapers 6.1%, magazines 20.6%, radio 3.3%, network tv 68%, other 2%.

Top execs: Edward Wax, president-ceo; Robert O. Jordan, chmn. Vice chmns—Robert H. Levenson, chief creative officer; Phillip Voss Jr. Exec vps—Gerald Kessler, cfo, secretary, treasurer; David W. Basch, Norman F. Bierman, Thomas Lom, Christopher A. Mill, acct mgmt; Richard Earle, Nadeen Peterson, creative directors; Edward Rosenstein, exec rsch director. Senior vps—Carol Cohan, director broadcast product; Bruxe Cox, programing director; Stephen R. Fajen, media director; John H. Dunmar, director new business; Richard Mumma, admin. Employes: 741 in 3 offices.

Phone: (212) 754-1100.

BTD Directory Management

BTD Directory Management, Garden Grove, Cal., reported gross income of $2,125,860 in 1985 on billings of $8,854,304. In 1984, it reported gross income of $2,168,422 on billings of $8,977,450.

Direct response billings

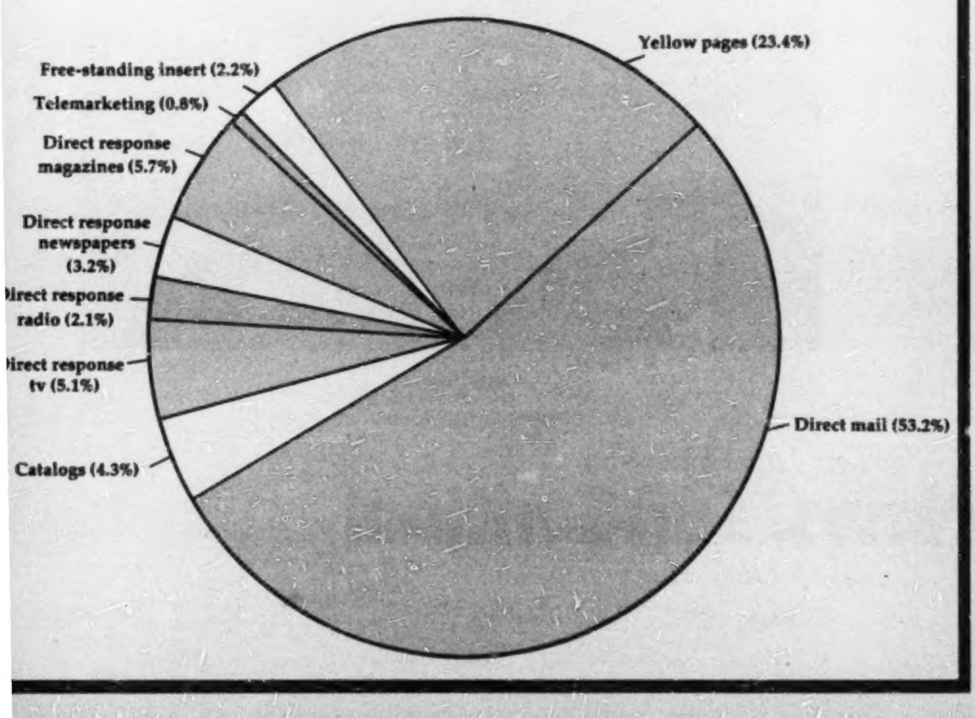
by nine categories

Media	Top 25 agencies' billings 1985	Top 25 agencies' billings $ as % of top 500's	Top 100 agencies' billings 1985	Top 100 agencies' billings $ as % of top 500's	Top 500's billings 1985
Yellow pages	$241.2	49.5	$358.2	73.6	$486.9
Direct mail	425.2	38.3	564.1	50.9	1,109.3
Catalogs	0.0	0.0	26.6	29.4	90.5
Direct reponse tv	59.1	55.8	74.7	70.7	105.8
Direct response radio	27.6	63.9	33.7	78.1	43.2
Direct response newspapers	37.6	56.1	52.0	77.5	67.1
Direct response magazines	35.2	29.4	64.5	53.9	119.6
Telemarketing	0.0	0.0	5.2	31.6	16.4
Free-standing inserts	0.0	0.0	18.8	41.2	45.6
TOTALS	825.9	39.6	1,197.7	57.5	2,084.3

NOTE: Dollar figures in millions

Media totals for agency subsidiaries are not included in parent totals if subsidiaries are broken out in separate profiles in this issue.

Top 500 direct response billings as % of $2.1 billion



In 1985, it had net income of $377,976, compared with a net loss of $197,432 in 1984.

The agency's 1985 and 1984 U.S. volumes were all in media.

In 1985, the agency gained: Lady Desiree; MCRB Software; Door Stop; GFC Insurance; Tandem computers; Ford Equipment Leasing; Pickup Outfitters (Brahma); Wyndham Hotels; Pac Tel Mobile Access Agent for Dynatel, Excell, Frontier Radiophone, St. Claire Cadillac, Bay Area Systems. It lost: Aamco Transmissions; Southwest Leasing; Vagabond Hotels; West Coast Terminals; Wordplex; Toyota; National Education; Ajax Rent A Car; Orbitran; We've Only Just Begun; Program Store; Chicago Health Clubs.

Billings breakdown: Yellow Pages 100%.

Top execs: Joan D. Olsen, president; Donna Murray, exec vp. Employes: 33 in 2 offices.

Phone: (214) 636-5800.

Fairfax

Fairfax, New York, reported gross income of $3,500,000 in 1985 on billings of $24,150,000. In 1984, it reported gross income of $3,450,000 on billings of $23,000,000.

The agency's 1985 U.S. volume consisted of $19,775,000 in media, $2,525,000 in materials and services and $1,850,000 in capitalized fees. Its 1984 U.S. volume consisted of $19,500,000 in media and $3,500,000 in materials and services.

Included in the agency's figures were returns from its offices in Zionsville, Ind., and Newport Beach, Cal.

In 1985, the agency gained: Epson computers; Wilfred American, beauty schools; Greenleaf Home Video; Great northern Annuities investments; Irvine Co., commercial real estate; J.C. Penney, Financial Center Services; Pactell Mobile Access, mobile telephones; Pacific Care; Security Pacific Bank; Transamerica, insurance; Security Pacific Brokers. It lost: Bennett, Graf, General Mail Order Merchandise; Columbia Mint; Stribling & Associates, residential real estate.

Billings breakdown: Newspapers 10%, magazines 7%, supplements 5%, outdoor 1%, business papers 1%, transit advertising 3%, direct response tv 20%, direct response newspapers 18%, direct response magazines 35%.

Top execs: Robert D. McQuade, ceo; William W. Junkin, president; Albert C. Klein, treasurer; James W. Lindsey, vice chmn; Brad Unroe, senior vp; Ken Kapica, director client services. Employes: 80 in 3 offices.

Phone: (212) 350-1800.

Klemtner

Klemtner, New York, reported gross income of $6,700,000 in 1985 on billings of $50,620,000. In 1984, it reported gross income of $5,850,000 on billings of $41,200,000. The agency did not provide a volume breakout.

Included in the agency's figures were returns from subsidiaries:

- Comtact Corp.
- Medical Service Projects.

In 1985, the agency gained: Abbott Intl, Erythrocin; Baxter Travenol Labs, new prod; Berlex Labs, Levlen, Tri-Levlen; Procter & Gamble, Ivory soap, Liquid Ivory; Revlon Health Care Group's intl operations div, Intl Core Program; Searle Labs, Calan; Upjohn, Regaine; Gastroltye USV Labs; Wyeth Labs, Ativan, Surmontil. It lost: Intl Acoustics, Stethoscope; Natl Patent Devel, Caridex.

Billings breakdown: Magazines 2%, network tv 6%, cable tv 2%, business papers 49%, direct mail 10%, collateral 31%.

Top execs: A.P. Molinaro Jr., president-ceo; J.A. Broomhead, G.A. Scott, R.J. Conlan, exec vps; D.H. Best, R. Musich, G. Constantinoff, E. Woodbury, S. Flaum, R. Dutch, senior vps. Employes: 85.

Phone: (212) 350-0400.

Profiles with a checked box (☑) indicate an independent cpa or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by Advertising Age*. See story on Page 6.*

Sawdon & Bess Advertising

RANK 91

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	10.5	8.1	29.5
Billings	70.3	54.6	28.7

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	59	43	37.6
Materials/services	9	9	0.0
Capitalized fees	3	3	(11.1)

Billings breakdown by media

Newspapers	2.0	Magazines	25.0
Supplements	2.0	Radio	15.5
Network tv	5.0	Spot tv	67.0
Cable tv	5.0	Bus. papers	1.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	83	2
Domestic	83	2

Office billings ($ in millions)

Sawdon & Bess	New York	61.3
Sawdon & Bess	Los Angeles	9.0

Annual review

A subsidiary of Ted Bates Co., Sawdon & Bess agency recorded a 29% increase in billings, although it expects that growth to cool off to about 10% in 1986. Part of the increase was attributed to Cadillac in the Southeast, which the agency won on the basis of its work for the carmaker in Southern California. Matchbox Toys, which moved to the agency at yearend, should generate $10 million in new billings in 1986.

U.S. accounts

Gained: Matchbox Toys, Need-A-Little, Robotech, Baby Cise, Hot Rod Racers; Grid Comm; Black & White Scotch; Sau Sea Shrimp; Cadillac, Southern Dealers Mktg Group (Ga., Ala., S.C., Tenn.).

Lost: Johanna Farms, La Yogurt; Boltens; Video Corporation of America.

Officers

Jerome Bess, chmn; Martin Mitchell, president.

Phone: (212) 751-6660.

Scali, McCabe, Sloves

RANK 25

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	50.2	44.6	12.7
Billings	334.7	307.0	9.0

U.S.	1985	1984	% chg
Gross income	36.6	30.5	19.9
Billings	243.9	209.5	16.4

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	244	210	16.4
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	17.0	Magazines	21.0
Radio	9.0	Network tv	21.0
Spot tv	27.0	Outdoor	5.0

Work force and facilities in 1985

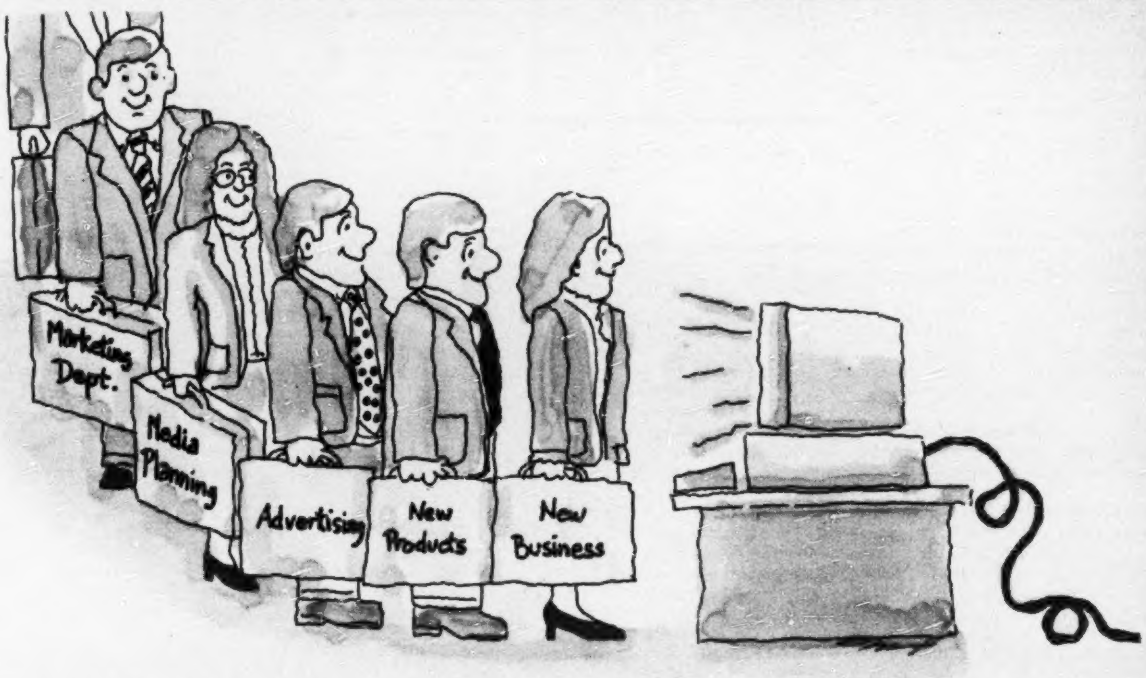
	Employes	Offices
Worldwide	841	12
Domestic	428	4

Office billings ($ in millions)

Scali, McCabe, Sloves	New York	243.9
Scali, McCabe, Sloves	Atlanta	NA
Scali, McCabe, Sloves	Houston	NA
Scali, McCabe, Sloves	Los Angeles	NA

Annual review

Scali's 9% growth in billings largely reflected a gain of four accounts worth a total of $33.6 million—Chase Manhattan Bank, Bojangles, Duffy Mott and Equitable. The agency lost only $5 million in aggregate billings from Izod and *Playboy* magazine. It opened



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an LA office in October headed by Richard Kelly, founder of Scali's Canadian office and more recently president of WRG/West, LA, and Charles Silverman, who moved from Cunningham & Walsh in LA. Scali also bought 75% of Fallon McElligott Rice, the lead agency in Minneapolis, and will keep it as an independent unit within SMS, itself a subsidiary of Ogilvy Group. SMS reduced its equity in Abbott, Mead, Vickers SMS, London, resulting in a reduction in non-U.S. billings of 6.9%.

U.S. accounts

Gained: A.R. Robbins; Saks Fifth Avenue; Columbia Pictures; Equitable; Roses; Diabetes Treatment Center.

Lost: Izod; Playboy.

Foreign accounts

Gained: Workcare, Elders Finance, Jaguar Rober Australia, Interwest, Moulinex, Goodyear, Banca Serfin, Hertz, Road Traffic Authority, Victorian Medical Postgraduate Foundation, Elders meat div, Permanent Paper Products, Bristol Decorator Centres, Hillier Parker (Australia), Maito, E. Merck, OSRAM GmbH, VDS-Gesellschaft zur Forderung der Sanitarwirtschaft (Germany); Chase Manhattan Bank of Canada, Continental Airlines, LaBatt Brewing Co. agency of record-print, Eaton Centre, AGROPUR, Cascades (Canada); Chase Manhattan Bank, Smiths Planters Peanuts, Seagram's Glenlivet, Leeds Bldg Society, Sainsbury, Zales Jewellers, Sears Credit Card, Sealink, Seagram Tonino, Ladbrokes Corp (U.K.).

Lost: Seagram Chivas Regal (U.K.); Commercial Mexicana (Mexico); Capel Court (Australia); Beecham Group (worldwide); Deutsche Granine, Pharma Schwarz, Bakle (Germany).

Officers

Martin Sloves, chmn-ceo. Vice chmn—Sam Scali, creative director, U.S. operations; Alan Pesky, coo. Presidents—Edward McCabe, creative director worldwide; Jerry Sherman, sales promo; Lee Graham, direct response. Exec vps—Keith Green, director strategic planning, business devel; Judith Aiello, mng director; Mike Ephron, media services. Exec vp, mgmt reps—Bill Tucker, Stuart Epstein, Murray Gaylord. Senior vps—Gail F. Lieberman, cfo; Barbara Titus, rsch director.

Phone: (212) 735-8000.

RANK
77

Sieber & McIntyre

Chicago

($ in millions)

Worldwide	1985	1984	% chg
Gross income	12.3	12.5	(1.4)
Billings	82.3	83.5	(1.4)

U.S.	1985	1984	% chg
Gross income	11.9	11.9	0.1
Billings	79.3	79.2	0.1

U.S. billings ($ in millions)

	1985	1984	% chg
Media	16	18	(11.1)
Materials/services	8	10	(14.4)
Capitalized fees	55	51	6.9

Billings breakdown by media

Medical journ.	69.0	Direct mail	25.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	158	4
Domestic	147	2

Office billings ($ in millions)

Sieber & McIntyre	Chicago	52.4
Sieber & McIntyre	Morristown, NJ	30.0

Annual review

Sieber & McIntyre, a 40-year-old healthcare agency, was purchased in January, 1986, by Interpublic's McCann-Erickson Worldwide, marking the return of M-E to Chicago after a hiatus of four years. S&M attributes a drop of 1.4% in billings to the sale of its publishing division. New client activity was strong, and expansion from current clients—Sandoz, Penwalt, Boehringer-Ingelheim, Squibb—was heavy, particularly influencing growth in the Morristown, N.J., office where 14 employes were added.

U.S. accounts

Gained: Abbott Tranxene; Nobelpharma; Computers for Medicine; Evangelical Health Systems; Docketsearch; R.P. Scherer.

Lost: Amsco.

Officers

R. Joseph McIntyre, president; Robert Buckman, Bruno Ruegg, Alex Weinerman, senior vps; Steve Freeman, Ethelrita Gleeson, David McCarty, Timothy J. McIntyre, Patrick McTigue, Ray Taylor, exec vps.

Phone: (312) 266-9200.

RANK
13

SSC&B:Lintas Worldwide

($ in millions)

Worldwide	1985	1984	% chg
Gross income	190.9	165.5	15.3
Billings	1,300.5	1,123.6	15.7

U.S.	1985	1984	% chg
Gross income	67.4	62.2	8.4
Billings	449.6	414.6	8.4

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	3,859	60
Domestic	731	2

Office billings ($ in millions)

SSC&B	New York	449.6
VOS Direct	New York	NA

Annual review

A modest 8.4% increase in U.S. billings added to a 20% increase in overseas billings, led to an over-all billings increase of 15.7%. SSC&B:Lintas, part of the Interpublic Group of Cos., receives 60% of its billings from abroad where the agency opened an office in Melbourne, Australia, in January. Billings got a strong infusion of $17 million from J&J Personal Products for Sure & Natural Maxishields, $8 million from Mennen's Real antiperspirant, and $20 million for Aim toothpaste and $6 million for Impulse body spray, both products coming in a Lever reassignment from O&M and JWT, respectively. Sterling Drug Co.'s over-the-counter analgesic ad account worth about $32.5 million, primarily Bayer and Panadol, came aboard at midyear.

U.S. accounts

Gained: Timberland sport shoes; Speedy Muffler King; RCA/Columbia; Dept of Commerce, attract business to NYC; Unilever, Aim, Mentadent toothpastes, five new assignments; Coca-Cola, Classic Coke. SSC&B:VOS Direct—Citibank/Citicorp; Imperial Enterprises; Arthur S. DeMoss, religious.

Lost: Mennen; Datapoint; Coca-Cola, Tab.

Foreign accounts

Gained: Unilever (Argentina; Australia; Austria—Iglo Dinner; Brazil; Canada; Chile; Denmark—margarine, frozen foods; England; Finland—Rexona Deo for Men; France; Germany; Greece-Flora Oil; India—Super Mum/Hima Paste; Indonesia—Vinola Splash and media; Italy; Malaysia—Feast Ice Cream, Bird's Eye Fish Fingers; New Zealand; Philippines—Close-Up toothpaste; Portugal—Becel oil, Audace cologne; Spain—Signal Gel toothpaste; Switzerland—Wega cleanser; Thailand); TDK audio/video tapes, Kellogg's Special K and Sultana Bran cereals, NEC computers and printers, NSW Treasury Corp Premier State Bonds (Australia); Johnson & Johnson (Australia—Carefree Shield, Cotton Buds; Austria—Serena Sanpro; Brazil—Affinity shampoo; England—Vespre; Portugal—Cotonettes, Affinity conditioner; Spain—Carefree; Switzerland—Baby Line; Thailand—Lotion Soap; Toshiba audio/video and appliances (Australia); Deutsche Allianz insurance, K-Tel records and media, SEB/Tefal appliances (Austria, France); Philips (Austria—auto telephone; Brazil—Walita appliances; Denmark—lighting, batteries; Hong Kong—batteries, corp adv, electronics for China; Mexico—small appliances; Netherlands—corp adv; New Zealand—Home entertainment; Norway—lighting); Planear real estate (Brazil); Bausch & Lomb contact lenses (Brazil, Greece); Bravox Electronico loudspeakers, Levi Nuvo jeans, Reckitt & Colman's Affinity shampoo (Brazil); Del Monte (Canada—juices; Hong Kong—fruit juices); Sterling Drug (Canada—Panadol, Aspirin; Chile—Panadol, Tapal 2; Denmark—Panadol; England—Panadol, Hedex; Finland—Panadol; Indonesia Panadol, Cafenol; Malaysia—Panadol, Cortal; Portugal—Panadol, Melhoral; Singapore; South Africa—Panadol, Compral; Spain—Panadol; Sweden—Panadol); Speedy Muffler (Canada, England); Coca-Cola (Canada—MM Orange soda, Cherry Coke; Chile—Kapo children's drink, Vital Water; New Zealand—Leed; South Africa—Fanta, Tab, Mello Yello; Thailand—Coke, Sprite); Universidad de Chile's TV Channel 11, Bata Shoe Stores, Fanaloza bathroom ceramics (Chile); Farma Food's Vital Fibre tablets, Ktas telephone, Berlingske Officin's *Sondags B.T. Weekly* magazine (Denmark); Dandy gum (Denmark, Norway, Sweden); Novo Industries (Denmark, Germany, Italy, Switzerland); Bridgestone tires, Distiller's White Horse Whiskey, Arthur DeMoss (England); RCA/Columbia videotapes (England, France, Germany, Netherlands, Spain); Molnlycke's Libero diapers, Rowntree Mackintosh Toffee Crisps (Finland); Olympia socks, Petit Bateau children's wear (France); Chemical Industry's Environmental campaign, Esesa Exportadores' Sherry generic, Hertie dept stores, Nordischer Allianz' Scandinavian Tourist Offices, Pharmaceutical Industry, Deutsche Bundespost's telephone credit card (Germany); Timberland shoes (Germany, Greece, Norway); Chefaro (Germany—Vitamin E; Netherlands—Femapirin, Code O-Test); Mulpha Trading wine and cosmetics, Tiram Kimia's Shelltox Insecticides, Diner's Club card, CCF/Dutch Baby milk, juices, coffee and milk, Kwong Yik Bank Berhad bank, P.T. Indofood's Indomie noodles (Malaysia); Citibank/Citicorp (Hong Kong; India; Indonesia; Malaysia—Checks, corp adv; Mexico; D. Kourtakis Apelia wines, Hellenica's Lumiere perfume amd Germaine Monteil cosmetics, Weight Watchers Salons (Greece); Communication Services' Viewdata and corp adv, Hong Kong Telephone Co.'s business systems (Hong Kong); Bajaj Auto Scotters and motorcycles, Bata Shoes, Crystal Knitters men's underwear, Hindustan Cocoa Producer's Eclair Pops (India); Quaker oatmeal (Indonesia); Becton Dickinson syringes, Sheaffer writing instruments, Evenflo's Baby Care (Mexico); Europa TV's Pan-Europe Satellite TV (Netherlands); Suzuki outboard motors (New Zealand); Adelsten Kjolner fashion clothes, Exxon home heating, Norwegian Post postal, Steen & Strom dept stores (Norway); Searle Caldesene and Desenex medical powders, San Miguel beer, Abbott Labs Clear Eyes and Surbex Vitamins, Mondragon Ind. Triumph Women's wear (Philippines); Sical coffee, CTT (GPO) (Portugal); United Motors, Airlanka, SAS Amara Hotel, Coop Intl's Ebel and Courreges watches, Mont Blanc writing instruments, Chesebrough Pond's Ragu (Singapore); Dunlop Tires, Landlock's Makita power tools, Gilbey's brandy, Nixdorf computers (South Africa); Edicion Conica's *Telva* magazine, Japan Air Lines (Spain); Swedish Match's Marbodol Kitchen Units, Dagab's 7-11 stores, Boliden Adelmetall's Gold Bars, Denofa oy Lilleborg's Dr. Greve (Sweden); Government of Thailand's public service, Saha Thaipathanaphan's Carson's socks and underwear, Yamaha sound equipment, Blaupunkt car audio, Petroleum Authority of Thailand's corp adv, Siam Cement group tiles (Thailand); Tourist Development Corp (Zimbabwe).

Lost: Argencard credit card (Argentina); Kimberly-Clark (Australia; France—bags and foils); Unilever's Bensdorp (Austria); Volvo Cars (Belgium); Bacardi, Banco Auxiliar, Iberia Airline, Bristol-Myers (Brazil); Citicorp (Canada); *El Mercurio* newspaper, Canal 13 TV, Intersport's Puma (Chile); Bayer aspirin (Denmark); A. Ahlstrom Sakeyhtio's glassware (Finland); Maison Phenix' houses (France); Gruner & Jahr's *Stern* magazine, Lesney Spielwaren's Matchbox toys, Lindener Gilde Brau beers (Germany); *Cosmopolitan* magazines (Greece); Carnation (Hong Kong, Malaysia, Philippines, Singapore); Cambridge Sports' Nike shoes (Hong Kong); SmithKline's Idoex Pain Balm and cream, Hyderabad refrigerators (India); P.T. Friesche Vlag milks (Indonesia); Malayan Breweries (Malaysia); Volvo diesel engines (Mexico); De Efteling family theme park (Netherlands); Datapoint computers (Netherlands, Spain); Det Beste books, Adinor (Norway); Johnson & Johnson (Philippines, Zimbabwe); Philips appliances (Portugal); Canon, Shiseido cosmetics (Singapore); South African Breweries' Carling Black Label (South America); Varma's Remy Martin (Spain); Exxon (Sweden); Emil Ebneter's Appenzeller Alpenbitter (Switzerland); United Foods crackers, Natl Fertilizer (Thailand).

Officers

SSC&B:Lintas Worldwide—Board of directors—William V. Weithas, chmn-ceo; Eugene P. Beard; Andre M.R. Bernard; Philippe Charmet; Francis J. DeVito; John Hollier; Jean-Francois Lacour; R.A.H. McLaren; Roger F. Neill; Mark J. Penney; Spencer Plavoukos; Kenneth L. Robbins, deputy chmn SSC&B:Lintas Worldwide, chmn-ceo Lintas Intl; John P. Sweeting; Enrique Tejerina; Gerald Wright; Ingo Zuberbier. SSC&B Inc.—Spencer Plavoukos, chmn-ceo; Francis J. DeVito, president, director of creative services; Lawrence E. Lamattina, exec vp-coo; Harold V. Rover, vice chmn. SSC&B:VOS Direct—Thomas J. Turner, chmn-ceo; Lewis M. Smith Jr., exec vp, director creative services.

Phone: (212) 605-8000.

RANK
71

Stone & Adler

Chicago

($ in millions)

Worldwide	1985	1984	% chg
Gross income	13.4	11.1	20.8
Billings	106.7	82.2	29.8

U.S.	1985	1984	% chg
Gross income	12.2	9.8	24.2
Billings	96.8	72.7	33.0

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	1	1	32.7
Materials/services	18	11	69.6
Capitalized fees	78	61	26.7

Billings breakdown by media

Point of sale	4.0	Direct mail	37.0
Dir. resp. tv	23.0	Dir. resp. radio	1.0
Dir. resp. news.	15.0	Dir. resp. mags.	20.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	165	3
Domestic	145	2

Office billings ($ in millions)

Stone & Adler	Chicago	45.1
Stone & Adler	New York	51.7

Annual review

Seeking a "larger resource base" in New York, Chicago-based Stone & Adler folded another Young & Rubican unit, Chapman Direct, into its New York office. Although there are no new account gains so far in 1986, Stone & Adler expects a growth rate of 10%-15% from a full year of billings from existing clients and 1985 account gains. Three new accounts—Red Lobster, Lanier and Ortho-Kinetics—are expected to total $6 million this year.

U.S. accounts

Gained: Red Lobster Inns of America; Lanier, office prods; 3M, a/v equipment; AMA, medical assn; Hickory Farms; West Bend; Ortho-Kinetics; Holiday Inns; Cross & Brown, real estate.

Foreign accounts

Gained: Sun Life insurance, Mony insurance, BCAA auto Club (Canada).

Lost: Rogers Cablesystem (Canada).

Officers

Richard Colligan, chmn-ceo; William Sutherland, president (New York). Senior vps—William Booth, gm (Chicago); Barry Kessel, gm (Toronto); Tony Platt, creative director; Gary Vest, production director (Chicago); Leonard Ross, production director (New York); Dick DeCicco, mgmt super (New York); Michael Sugzda, business devel (New York). Exec vps—Michael Moore, mgmt super (New York); Isabel Mueller, treasurer (New York); Bruce Murray, director mktg (New York).

Phone: (312) 346-6100.

RANK
47

Sudler & Hennessey

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	23.0	20.5	12.2
Billings	153.4	136.7	12.2

U.S.	1985	1984	% chg
Gross income	18.2	16.4	11.0
Billings	121.4	109.4	11.0

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Magazines	4.0	Medical journ.	33.0
Network tv	14.0	Spot tv	2.0
Cable tv	1.0	Other	46.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	285	8
Domestic	206	2

Annual review

A subsidiary of Y&R specializing in healthcare advertising, S&H expects 1986 to match the 12.2% gain in billings in 1985. "Clients have some anxiety about the economy, but budgets are up," says a spokesman, noting there is increased competition from the generic products in the ethical sector. Also, the FDA at year-end approved a number of new products that S&H clients can now sell.

U.S. accounts

Gained: Ayerst Laboratories Canada, ethical; Ayerst Laboratories, Cycrin, Premphase; Baker Instruments Corp, ethical; Olin Chemical Corp, ethical, consumer; Cos-Medica Medical Group, consumer; Jeffrey Martin, consumer; Parke-Davis, Multisource, Pro-Air; Whitehall Laboratories, Baby Anbesol, Dristan Spray.

Lost: EcuMed.

Foreign accounts

Gained: Dairy Promotion Council, Merck Sharp & Dohme, Organon, Du Pont BioMedicals div (Australia); Booker Health, Roche, Wellcome Diagnostics; SK&F (UKOG), Tambrands (England); Fresenius, Hoffman La Roche, Knoll, Nordmark (Germany); Bayer, Dajichi Seiyaku, Johnson & Johnson Medical, Squibb Medical Systems (Japan); Du Pont agricultural div, industrial prods, Pfizer otc pharmaceuticals (Australia); Du Pont Photo prods, Sorvall (England); Cyanamid/Lederle Flupril, Du Pont's Cromelin, Cyrel, Fotosystems, Sorvall, Hoechst Suprefact, Topisolon (Germany).

Lost: Johnson & Johnson Intl S.E. Asian Regional Mgmt Centre, Macro Vitamin Distributions (Australia); Lundbeck (England); Euroga (France); Miles GmbH, MSD Sharp & Dohme, Mundipharma GmbH (Germany).

Officers

William B. Gibson, chmn, president-ceo. Exec vps—Robert Gouterman, communications services; Donald Howard, director intl services; Arthur M. Rosen, director consumer group.

Phone: (212) 265-8000.

Tatham-Laird & Kudner

RANK 42

Chicago

($ in millions)

Worldwide	1985	1984	% chg
Gross income	28.2	27.1	4.1
Billings	235.0	226.0	4.0

U.S. billings ($ in millions)

	1985	1984	% chg
Media	136	114	18.9
Materials/services	29	27	5.1
Capitalized fees	70	84	(16.7)

Billings breakdown by media

Newspapers	17.4	Magazines	13.7
Supplements	1.5	Radio	2.2
Network tv	28.6	Spot tv	28.0
Cable tv	2.7	Outdoor	1.4
Bus. papers	1.1	Transit	0.9
Direct mail	2.5	Other	—

Work force and facilities in 1985

	Employees	Offices
Worldwide	357	1
Domestic	357	1

Annual review

Growth at TLK came mostly from products coming into maturity and new product assignments from existing clients such as Ralston Purina's Sun Flakes cereal and Chex Snack Mix and R.J. Reynolds' Sterling cigarets—a pattern at TLK, according to an agency spokesman. The agency, however, obtained two big-spending clients, Del Monte and the Butter Board, each with projected billings of $12 million.

U.S. accounts

Gained: Del Monte Corp, Ortega, Patio Mexican food; Household Finance Corp, Household Bank; Natl Dairy Board/United Dairy Industry Assn, butter promo; Ralston Purina Co., Sun Flakes cereal, Chex Snack Mix; R.J. Reynolds Tobacco Co., Sterling cigarets.

Lost: Ragold, Inc.

Officers

Charlotte Beers, ceo; William Ross, chmn; William Youngclaus, coo; John Valverde, cfo. Senior partners—John Wells, director client service; John McKee, Lawrence Stillman, group creative directors; Phillip Gerber, media operations director; Michael Robinson, rsch, planning director; Kirk Borland, Linda Garrison, Robert Hielscher, Thomas Schafer, acct mgmt.

Phone: (312) 337-4400.

TBWA Advertising

RANK 27

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	49.6	40.5	22.6
Billings	330.9	270.0	22.6
U.S.	**1985**	**1984**	**% chg**
Gross income	13.2	10.9	20.7
Billings	87.9	72.8	20.7

U.S. billings ($ in millions)

	1985	1984	% chg
Media	88	73	20.7
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	4.0	Magazines	34.0
Supplements	3.0	Radio	7.0
Network tv	7.0	Spot tv	43.0
Cable tv	1.0	Outdoor	1.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	600	12
Domestic	97	2

Office billings ($ in millions)

TBWA Advertising	New York	73.4
TBWA Advertising	St. Louis	14.5

Annual review

TBWA's domestic billings increase of 20.8% came two-thirds from new billings from existing clients, especially Anheuser-Busch, Conde-Nast and Ralston-Purina, and a third from new clients, Chock Full O' Nuts and Southern New England Telephone. Overseas, the agency gained Henkel detergent, SEAT and Honeywell Bull Computer, contributing to an over-all billings increase of 22.6%. The Paris office picked up $20 million in new business, or just under half the non-U.S. billings net gain of $46 million.

U.S. accounts

Gained: Anheuser-Busch, Carlsburg beer, new prods; Bunker-Ramo, computer services; Hebrew Natl, meat prods; Monsanto; Chock Full O' Nuts; Conde Nast *GQ* magazine; Continental Baking Co., new prods; Southern New England Telephone Co., Sonecor Systems, Sonecor Cellular; General American Life Insurance, Passport Health Care.

Lost: Food & Wines from France.

Foreign accounts

Gained: Henkel detergents, SEAT automobiles, Honeywell Bull computers (Europe wide); Monsanto herbicides (France, U.K.); Head Skis (Switzerland); Honda Motorbikes (Germany); Pavesi Biscuits (Italy); Grand Marnier (Germany, Holland); Beiersdorf (Germany); ESSO Oils (Belgium); Boston Consulting (Germany); GAN Insurance (France); Cote d'Or Chocolates (Spain).

Lost: Alliance Building Society (U.K.); Volvo (France).

Officers

William Tragos, chmn-ceo; Richard Costello, president. Exec vps—Arnoid Arlow, Peter Lubalin, co-creative directors; Thomas Derderian, director acct services (New York); John Doman, director business devel; Anthony Morgan, director mktg services; William Oakey, gm (St. Louis). Senior vps—Claude Fromm, media director; Arthur Gramer, director acct services (St. Louis); Geoff Hayes, exec art director; Stuart Loss, finance.

Phone: (212) 725-1150.

Telephone Marketing Programs

RANK 67

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	15.3	12.3	24.5
Billings	103.3	83.0	24.5
U.S.	**1985**	**1984**	**% chg**
Gross income	15.0	12.0	24.6
Billings	99.7	80.0	24.7

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	100	80	24.7
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Yellow pages	100.0

Work force and facilities in 1985

	Employees	Offices
Worldwide	582	22
Domestic	528	15

Office billings ($ in millions)

TMP	New York	60.0
TMP	Boston	3.0
TMP	Chicago	12.0
TMP	Los Angeles	7.0
TMP	Miami	10.0
TMP	Minneapolis	3.0
TMP	Danville, Ill.	0.0

Annual review

Telephone Marketing Programs had a 24% increase in billings compared with an industrywide increase of 9%, a spread TMP credits to a large increase in new clients at its seven major offices and six sales units nationwide. TMP says more clients are now seeking direction in Yellow Pages marketing because the market has grown more complicated from government deregulation, an offshoot of which has been a plethora of new telephone directories. In April, 1986, the telemarketer will open TMP Japan Inc., Tokyo, in partnership with Japanese. In France, the agency is in the initial phase of making ad placement via electronic directory.

U.S. accounts

Gained: Mellon Bank; Delta Faucet; MCI Telecommunications; Western Union; Beneficial Management Corp; Century 21; Suzuki Automotive: Continental West Airlines; Northwest Orient Airlines; Computer Depot; Valcom Computers; Dunlap Tire Corp; Barefoot Grass; Florafax; Republic Automotive; Murray Ohio; Bombardier; Integrated Resources Corp; Royal Optical; J.C. Penney, financial services; Ericcson; Friden Alcatel; Fair Oaks Hospital; Alhambra Water Co.

Lost: Travenol; Shell Oil; Purolator; Compushop; Microsoft; Computerland; Airborne Express; Recovery Center of Art.

Officers

Andrew J. McKelvey, president. Senior vps—Paul Camara, operations; Lance S. Johnson, sales. Vps—Thomas G. Collison, finance; Robert Lamb, mktg; Frank Troise, operations.

Phone: (212) 977-4200.

Profiles with a checked box (☑) indicate an independent cpa or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 6.*

J. Walter Thompson Co.

RANK 4

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	450.9	414.4	8.8
Billings	3,009.2	2,765.3	8.8
U.S.	**1985**	**1984**	**% chg**
Gross income	251.2	216.9	15.8
Billings	1,675.5	1,446.7	15.8

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	1,676	1,447	15.8
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	8.5	Magazines	12.5
Medical journ.	1.2	Radio	5.6
Network tv	34.7	Spot tv	20.9
Cable tv	1.4	Outdoor	1.1
Farm pubs.	1.3	Direct mail	1.0
Fsi	—	Other	11.8

Work force and facilities in 1985

	Employees	Offices
Worldwide	9,101	203
Domestic	3,444	73

Office billings ($ in millions)

JWT	Atlanta	44.8
JWT	Chicago	470.0
JWT	Detroit	335.7
JWT	Los Angeles	111.9
JWT	New York	511.7
JWT	San Francisco	134.3
JWT	Washington	67.1
Thompson Recruitment	Los Angeles	

Annual review

J. Walter Thompson turned in a strong 15.8% gain in U.S. billings while non-U.S. billings increased only 1.1% for a worldwide net gain of 8.8%. U.S. gains came from new accounts: Emery Worldwide ($20 million) and Sears Discover Card (worth $20 million). Growth came from existing clients Ford (about $50 million for Taurus), Quaker Oats (new spending worth $20 million), Burger King ($30 million for beefier Whopper) and the addition of Lowenbrau by Miller Brewing (already spending $60 million on High Life at JWT). Losses were minor in comparison: Labatts ($30 million); Kuppenheimer ($11 million). J. Walter Thompson Direct was formed as cornerstone of a network of five direct response specialties. Among many major management changes at JWT in 1986 included the naming of Joseph W. O'Donnell of the Chicago office, as ceo replacing Don Johnston, who will turn over his chairmanship to Mr. O'Donnell at year-end when he retires. Mr. Johnston will continue to head up JWT Group. J. Walter Thompson Co. vice chairman Wally O'Brien, in contention for the head post, resigned. Donald G. Sullivan, president, Ketchum/San Francisco, succeeded Mr. O'Donnell as general manager, JWT USA/Chicago. In February, 1986, JWT gained a portion of the Eastman Kodak business it did not already have when Kodak moved its consumer electronics division and some of its international film and camera business worth $35 million to JWT.

U.S. accounts

Gained: Miller Brewing Co., Lowenbrau; Malaysian Airline System; Eckerd Drug Store; Trintex; Fisher-Price; Kaiser Foundation; Jacuzzi Whirlpool Bath; Marineland Amusement Park; Royal Canadian Mint; Doubleday & Co.

Lost: Kuppenheimer Mfg Co.; Dunlop Sports Co.; H & R Block; Lowe's; Michigan Natl Bank; W.F. Young Inc.; AFSCME.

Foreign accounts

Gained: American Drug Co. (Japan); Natl Australia Bank, Philips (Australia); Purolator (Hong Kong); Emery Worldwide, Crown Life Insurance Co., Northern Telecom, Royal Canadian Mint (Canada); Alivar (Italy); British Telecom, Entre Computer Center, Littlewoods Mail Order, Nestle Food Corp, Observer Newspaper, Skol lager beer, Thorn EMI/TV and video rentals (Great Britain); Guerlain, Mastercard (France); Hero (Netherlands); Ministerio de Industria (Spain); Bacardi Importers (Brazil); Eastman Kodak Co. (Chile); Nestle Foods Corp (Argentina); Quaker Oats Co. (Mexico).

Lost: Computerland Corp (Australia, Canada, Denmark, France, Germany, Great Britain); Labatt Importers (Canada); Black & Decker Corp (Italy, Argentina).

PROFESSIONAL SPEECH IMPROVEMENT

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THE AVERAGE ANNUAL FAMILY INCOME OF DIARIO LAS AMERICAS READERS IS $28,050.

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The Spanish-language Daily Newspaper
Founded July 4, 1953

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2900 N.W. 39th Street
Miami, Florida 33142-5193

(305) 633-3341

Represented nationally by:
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Read all about it. Ask for
Diario Las Américas' Reader Profile.

Officers/board members

Don Johnston, chmn; Joseph W. O'Donnell, ceo, and chairman on Jan. 1, 1987; Denis Lanigan, vice chmn-coo; John E. Peters, president, worldwide, and on Jan. 1, 1987 vice chairman-coo when Denis Lanigan retires; Burt Manning, vice chmn, creative resources, chmn-ceo JWT USA; Walter J. O'Brien, vice chmn, director multinatl client services; John J. Cronin, vice chmn, worldwide; John E. Peters, president, worldwide; Fred Berger, vice chmn-worldwide, president, H&K/NY. Exec vps—Hugh P. Connell, secretary, secretary JWT Group; Glen A. Dell, finance, admin; George M. Black, chmn-ceo JWT (West Germany); Stephen G. Bowen, exec vp, JWT USA, gm (New York); Jeremy Bullmore, chmn JWT (U.K.); Michael Cooper-Evans, president-Europe; Bertram Metter, vice chmn creative director JWT USA; Donald G. Sullivan, exec vp, JWT USA, gm (Chicago); Burton B. Petersen, chmn Thompson Recruitment Advertising; Stephen M. Salorio, genl counsel. Exec vps, presidents—Manuel de Elexpuru, ceo JWT (Spain); Ronald S. Burns, ceo JWT (Canada); Leonel M. Pavao, ceo JWT (Brazil); W. Lee Preschel (Latin America/Central Pacific, China); Donald C. Robertson, Thompson Recruitment Advertising; Donald F. Thompson (for Australasia/South Africa/Japan/South Korea/India). Other board members—Harold F. Clark Jr., personnel & training; Stephen King, chmn/MRBI; James B. Patterson, exec creative director (New York); Victor Gutierrez, cfo.

Phone: (212) 210-7000.

Towne, Silverstein Rotter

RANK 92

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	10.5	7.7	37.3
Billings	70.0	51.0	37.3

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	5.0	Magazines	5.0
Radio	10.0	Network tv	30.0
Spot tv	35.0	Cable tv	5.0
Outdoor	5.0	Point of sale	5.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	50	1
Domestic	50	1

Annual review

Growth at Towne, Silverstein Rotter came largely from existing accounts, led by the new wine cooler entry at Canandaiqua Wine Co., an account with annualized billings of about $25 million. Canandaiqua, which began with the agency in 1964 billing $50,000, now represents about 29% of annual billings. In 1986, Panache toy company, which is licensed by Coleco to do Cabbage Patch miniatures, came aboard replacing CBS's toy division scuttled by the big media company. Panache will launch in the spring Wonder Whims, illusions developed by magicians Doug & Debbie Henning, and Learning Curves, a soft toy for pre-school children.

U.S. accounts

Gained: Charin Industries; R&S Strauss Automotive Stoes.

Lost: Purolator Products Inc., filter div.

Officers

Les Towne, ceo; Bill Silverstein, chmn; Steve Rotter, president. Senior vps—Michael O'Connell, director creative; Binnie Levin, comptroller.

Phone: (212) 557-5570.

Quirks and quakes

Growing with a client can be traumatic as seen in the fate of Parker Advertising. The Palos Verdes Peninsula agency handled Nissan for 16 years before Nissan split in 1977 to find a larger agency, taking its $40 million car and pickup account, or 93% of Parker billings. Parker had just built up its account and media personnel when the client fled the coup, and was soon to resign the rest of its advertising accounts and pull down its agency shingle.

Tracy-Locke

RANK 32

Dallas

($ in millions)

Worldwide	1985	1984	% chg
Gross income	40.0	32.2	24.4
Billings	272.3	239.8	13.5

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	212	192	10.5
Materials/services	38	32	18.5
Capitalized fees	22	16	40.2

Billings breakdown by media

Newspapers	6.0	Magazines	4.0
Radio	17.0	Network tv	15.0
Spot tv	52.0	Cable tv	1.0
Outdoor	2.0	Bus. papers	1.0
Point of sale	1.0	Direct mail	1.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	587	13
Domestic	587	13

Office billings ($ in millions)

Tracy-Locke	Dallas	183.9
Tracy-Locke	Denver	33.9
Tracy-Locke	Los Angeles	52.6
Tracy-Locke	Philadelphia	12.0

Annual review

New client gains and no losses, activity defined by the agency as "a result of hard work and luck," helped push Tracy-Locke billings upward 13.5%. The BBDO Intl. subsidiary lists other highlights as opening a Los Angeles office mainly to service Taco Bell, but which soon won Princess Cruises, and luring Joy Cummings from Ted Bates as exec creative director. In 1986, the agency gained Vuarnet sunglasses and lost Labatts beer, which Dallas-based Tracy-Locke no longer wanted to serve because of its distant location in Stamford, Conn. The agency predicts no huge increase in billings in 1986. Clients are in a wait-and-see attitude. Also, a T-L strategy in 1986 is to consolidate 1985 gains.

U.S. accounts

Gained: *Dallas Morning News*, CompuShop; Princess Cruises; Dillard Dept Stores; Pepsi Cola USA, food service div; Health Care United; Jones Intercable.

Officers

Norman W. Campbell, chmn; Howard W. Davis, president; David H. Hudnall, cfo. Exec vps—Josephine Cummings, exec creative director; Lawrence H. Spiegel; Robert G. Largen, director mktg planning, rsch. Jean Farinelli, president, pr; Bill Vande Water, vp-mgmt super. Tracy-Locke Direct—David Kubes, president. Tracy-Locke (Denver)—R. Garrett Mitchell, president; John McLagan, exec vp. Tracy-Locke (Los Angeles)—Rodney W. Underhill, president; Steve Hayden, exec vp, exec creative director.

Phone: (214) 969-9000.

Tucker Wayne & Co.

RANK 89

Atlanta

($ in millions)

Worldwide	1985	1984	% chg
Gross income	10.6	8.6	23.1
Billings	71.6	59.1	21.0

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	54	46	17.2
Materials/services	7	6	23.1
Capitalized fees	10	7	44.3

Billings breakdown by media

Newspapers	12.6	Magazines	17.7
Radio	11.8	Network tv	1.7
Spot tv	51.2	Outdoor	1.6
Direct mail	0.1	Other	3.3

Work force and facilities in 1985

	Employes	Offices
Worldwide	121	1
Domestic	121	1

Annual review

An even split in billings between an increasing number of product launches and more aggressive ad spending on current products helped generate a 21% increase in billings at Tucker Wayne & Co. In January, 1986, Sun Bank of Florida, sister to client Trust Company Bank, joined the agency's client roster. Both are members of regional bank holding company, SunTrust. Tucker Wayne, which expects a 20% growth this year, foresees a "healthy, growing market" through the end of 1986. It defines its market reach as "anything south of New York City and east of the Mississippi."

U.S. accounts

Gained: GoodMark Foods; Citrus World.

Lost: Gold Kist.

Officers

Matthew Connor, chmn-treasurer; C. Knox Massey Jr., president; Sidney L. Smith, exec vp-secretary.

Phone: (404) 521-7600.

Waring & LaRosa

RANK 70

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	13.5	12.3	9.8
Billings	90.0	82.0	9.8

U.S.	1985	1984	% chg
Gross income	13.0	11.8	9.6
Billings	86.4	78.8	9.6

U.S. billings ($ in millions)

	1985	1984	% chg
Media	70	63	10.6
Materials/services	8	8	(2.4)
Capitalized fees	9	8	14.7

Billings breakdown by media

Newspapers	4.0	Magazines	29.0
Radio	8.0	Network tv	45.0
Spot tv	12.0	Cable tv	1.0
Outdoor	1.0	Other	—

Work force and facilities in 1985

	Employes	Offices
Worldwide	140	1
Domestic	140	1

Annual review

Waring & LaRosa, which recorded a 9.8% increase in billings, is aggressively seeking new business to replace the loss of Fisher-Price, which departed after having been 16 years with the agency. Already in 1986, the agency has added Chesebrough-Pond's, Ragu Pasta Meals and Doorman's Cheese to its client list. Waring & LaRosa is a subsidiary of BBDO Intl.

U.S. accounts

Gained: General Electric Information Services; Hearst Corp, *Country Living*; Ragu Foods, pasta meals.

Lost: Sony Corp, audio tapes; Fisher-Price Toys.

Officers

Joseph LaRosa, chmn, creative director; Saul Waring, president; Morton Grossman, exec vp, finance, admin. Senior vps—Martin Narva, media director; Richard Upson, Allan Blum, Irwin Levy, mktg, acct services; Francesca Blumenthal, Michael Kahn, Vince Salmieri, assoc creative directors; Gerard Viola, director creative services.

Phone: (212) 755-0700.

Warwick Advertising

RANK 53

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	21.0	20.3	3.7
Billings	140.0	135.0	3.7

U.S. billings ($ in millions)

	1985	1984	% chg
Media	92	89	3.5
Materials/services	8	8	4.0
Capitalized fees	40	39	3.9

Billings breakdown by media

Newspapers	8.0	Magazines	37.0
Radio	4.0	Network tv	37.0
Outdoor	5.0	Bus. papers	4.0
Fee	—	Other	5.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	202	2
Domestic	202	2

Office billings ($ in millions)

Warwick Advertising	New York	135.0
Chapman/Warwick	San Diego	5.0

Annual review

The loss of the $21 million Seagrams account held at Warwick the past 46 years, reflecting a move by Seagrams to fold its business into three shops from seven, held down the year's billings increase at Warwick to 3.7%. In the meantime, the agency won business presentations—Crafted With Pride, Jockey Intl, Seagrams corporate campaign—with materials ultimately used in subsequent campaigns, a testament to creative director Bob Fiore. In 1986, the agency has gained Calvin Coolers. Warwick has targeted food and financial services as new business opportunities.

U.S. accounts

Gained: Advertising Council, American Mental Health Fund; Crafted With Pride in U.S.A. Council, industry adv; Jockey Intl, women's and men's underwear and casual clothing; Burlington Industries, Lees Carpeting; Coty Fragrances, Chateau Collection; Schering-Plough, Correctol Bulk; Joseph E. Seagram & Sons, corp adv, Leroux Cordials; Smithsonian Institution, *Air & Space* magazine; Sterling Drug, insecticides and pesticides; Glenbrook Laboratories, Midol prods; Winthrop consumer prods, Campho-Phenique.

Lost: Seagrams, corp adv, Crown Royal, Kessler, Leroux Cordials.

Officers

John P. Warwick, chmn-ceo; Wilder D. Baker, president-coo. Exec vps—Robert J. Fiore, director creative services; James R. Driscoll, D. Kyle Felt, group mgmt supers; John J. Meskil, media, admin. Alden R. Ludlow, III, Jerry Prestomburgo, group senior vps-creative directors. Senior vps—Sean Driscoll, group mgmt super; Victoria M. Amon, Peter L. Black, Joseph G. Friel, Jr., mgmt supers; Richard D. Rock, media director; Susan E. Donovan, personnel director; Susan Smallweil, strategic planning director; William R. Christgau, corp affairs; Michael M. Graham president, Warwick Plus.

Phone: (212) 751-4700.

Wells, Rich, Greene

RANK 19

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	97.2	96.3	1.0
Billings	648.1	632.0	2.5

U.S.	1985	1984	% chg
Gross income	95.1	94.2	1.0
Billings	633.8	618.0	2.6

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	12.0	Magazines	9.0
Supplements	1.0	Radio	6.0
Network tv	40.0	Spot tv	23.0
Cable tv	3.0	Outdoor	6.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	888	5
Domestic	888	5

Office billings ($ in millions)

Wells, Rich, Greene	New York	400.0
Wells, Rich, Greene	Chicago	45.0
Wells, Rich, Greene	Detroit	33.0
Wells, Rich, Greene	Los Angeles	43.0
Gardner Advertising	St. Louis	112.0

Annual review

WRG underwent major management changes at yearend. In Los Angeles, Larry Olshan (brother of Ken, WRG Worldwide chairman) became president after Richard Kelly departed for Scali McCabe Sloves, Los Angeles. The Los Angeles shop also lost $30 million in accounts (Hills Bros., Supercuts, Foodmaker's Jack In The Box). In New York where new introductions have been at a peak, the creative side was beefed up with the elevation of Charles Moss to chief creative officer and the naming of three new creative directors. WRG was active in tests for six new products—Procter & Gamble's Banner paper towels and toilet tissue, Prell conditioner and shampoo, and Pringles sour cream and onion; Philip Morris' Dunhill Lights; Ralston Purina's Catviar and Goody Two Chews. Added at year-end were *National Enquirer* and Ken's Restaurants, infusing a potential $20 million and $4 million in billings, respectively, into WRG in 1986. Overseas, WRG/London merged with Holmes, Knight, Ritchie to form Holmes, Knight, Ritchie/WRG.

U.S. accounts

Gained: *National Enquirer*; Procter & Gamble, Banner paper towels, Prell conditioner, Pringles Sour Cream & Onion; Ralston Purina, Almond Delight cereal, Alley Cat cat food, Catviar, Goody Two Chews; Ken's Restaurant Systems.

Lost: New York State Dept of Commerce, corp adv; Supercuts, franchised haircutting salons; Wolverine Worldwide, Hushpuppies shoes; Foodmaker, Jack In The Box fastfood restaurants; Hills Bros, coffee; Savin, business machines.

Officers

Wells, Rich, Greene: Mary Wells Lawrence, chmn-ceo; Charles Moss, vice chmn; Frederick L. Jacobs, vice chmn, secretary. Senior vps—Katherine Durham, admin; Richard Freedman, finance, asst treasurer; Stanley Haspel, legal, asst secretary; Tom Fagan, finance, treasurer; Ely Drogin. Wells, Rich, Greene/Worldwide: Kenneth Olshan, chmn; Kelly O'Neill, vice chmn, president Gardner Advertising; William Luceno, president; Ronald K. Sherman, president WRG/East (New York, Detroit). Senior vps—Hank Aneiro, promo, planning director; Robert Geis, corp media director; Richard Cohen, corp rsch director; Paul Schulman, tv production, creative mgr; Lou Wechsler, director network tv. Wells, Rich, Greene (New York): Ronald K. Sherman, president; Dennis Barham, William McGivney, Bill Mullen; Neve Savage, Andre van Stom, Nancy Vaughn, Jim Weinstein, exec vps; James Aaby, Joel Benay, Jay Dixson Byrne, Art Conn, Giff Crosby, Jayne Eastman, Diego Garrido, Michael Haggerty, Alex Hillenbrand; Bruce Kelley, Eileen McKenna, Vincent Minicucci, Robert E. Moehl, George Newall, Phil Parker, Herb Passberger; Frank Sampogna, Harold Singer, David Stickles, Yolan Toro, Arnold Weinrib, Michael Wolff, senior vps.

Phone: (212) 303-5000.

Wunderman, Ricotta & Kline

RANK 35

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	35.3	29.8	18.6
Billings	235.6	198.7	18.6

U.S.	1985	1984	% chg
Gross income	26.3	22.4	17.4
Billings	175.7	149.7	17.4

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	18.0	Magazines	25.0
Radio	1.0	Spot tv	18.0
Cable tv	7.0	Direct mail	30.0
Fee	—	Other	3.0

Work force and facilities in 1985

	Employes	Offices
Worldwide	545	14
Domestic	365	4

Office billings ($ in millions)

Wunderman, Ricotta & Kline	New York	156.2
Wunderman, Ricotta & Kline	Los Angeles	7.3
Wunderman, Ricotta & Kline	Detroit	12.2

Annual review

This Y&R direct marketing subsidiary won a host of new clients, including Colgate-Palmolive, Gillette, Kodak and Charles of the Ritz, and saw the return of Book-of-the-Month Club after a year's hiatus from the agency while recording a billings gain of 18.6%. Key to billings in 1986: the addition of AT&T Opportunity Calling, gained at the end of 1985; American Airlines AAdvantage Program, won early this year, and the resurgence in spending by traditional direct marketing companies, evidenced by the recent addition of Columbia Video Tape Club to the account roster. On the international level, WR&K has opened offices in Australia and established a joint venture with Dentsu in Tokyo.

U.S. accounts

Gained: Black & Decker; Book-of-the-Month Club; CBN; Charles of the Ritz; Colgate-Palmolive; Gillette; Hospital Corp of America; Kodak; AT&T Opportunity Calling.
Lost: Avis; Pan Am; Playtex; Save the Children.

Officers

Lester Wunderman, chmn; G. Steven Dapper, president-ceo. Exec vps—David Cramoy, director client services; Raymond Dempsey, creative director; Worthington Linen, group acct director. Senior vps—Tony Teska, cfo; Polly Langbort, director media; William Butler, James Infantino, Don Ross, Paul Singer, group creative directors; Andrea Farr, Peter Rabar, Jerome Shereshewsky, Constance Snapp, Richard Stollenwerck, group acct directors; Joel Tucciarone, director strategic mktg.
Phone: (212) 909-0100.

RANK
90

Wyse Advertising

Cleveland

($ in millions)

Worldwide	1985	1984	% chg
Gross income	10.6	11.1	(4.4)
Billings	87.4	86.8	0.6

U.S. billings ($ in millions)

	1985	1984	% chg
Media	50	47	7.1
Materials/services	9	12	(25.0)
Capitalized fees	29	27	8.0

Billings breakdown by media

Newspapers	14.4	Magazines	26.7
Radio	11.9	Network tv	15.1
Spot tv	17.0	Outdoor	0.8
Yellow pages	6.4	Other	7.8

Work force and facilities in 1985

	Employes	Offices
Worldwide	185	2
Domestic	185	2

Annual review

Wyse's growth of 0.6% in billings, spurred by major contributions from Bonnie Bell, Sherwin-Williams, Gencorp and others, represented a slight recovery from its major 1984 loss of Goodyear Tire & Rubber auto stores. Existing clients, Stouffer Hotels, Smuckers and Vitamaster, an exercise line, showed strong growth. Wyse is high on its just developing Wyse PR and Design Wyse divisions. Its Marketing Decisions Group, formerly supplier of research analysis for internal use, began selling its services outside the agency. Wyse's Los Angeles shop which services its West Coast accounts, namely Stouffer, is included in agency total billings.

U.S. accounts

Gained: Gencorp; LJ Minor; Penton/IPC; Sherwin-Williams Wholesale; Snappy Car Rental; Stearns & Foster; WKYC-TV, Bonne Bell.
Lost: Moen Faucets; Rax Restaurants.

Officers

Marc A. Wyse, chmn; Lois Wyse, president; James B. Rucker, Jr., vice chmn; Evelyn M. Reisz, secretary, treasurer.
Phone: (216) 696-2424.

RANK
1

Young & Rubicam

New York

($ in millions)

Worldwide	1985	1984	% chg
Gross income	536.0	480.1	11.7
Billings	3,575.3	3,202.1	11.7

U.S.	1985	1984	% chg
Gross income	340.6	323.1	5.4
Billings	2,272.0	2,155.1	5.4

☑

U.S. billings ($ in millions)

	1985	1984	% chg
Media	—	—	—
Materials/services	—	—	—
Capitalized fees	—	—	—

Billings breakdown by media

Newspapers	6.4	Magazines	14.9
Medical journ.	2.2	Radio	4.5
Network tv	34.1	Spot tv	22.2
Cable tv	2.3	Outdoor	1.1
Bus. papers	1.2	Farm pubs	0.5
Transit	0.3	Yellow pages	1.7
Direct mail	3.3	Dr. resp. news	0.2
Dr. resp. mags	0.2	Other	4.9

Work force and facilities in 1985

	Employes	Offices
Worldwide	9,030	166
Domestic	4,611	41

Office billings ($ in millions)

Young & Rubicam	New York	756.0
Young & Rubicam	Chicago	52.0
Young & Rubicam	Detroit	148.5
Young & Rubicam	San Francisco	32.4
Creswell, Munsell	Cedar Rapids	45.1
Creswell, Munsell	Des Moines	22.4
HCM	New York	56.7
HCM	Chicago	69.2
HCM	Los Angeles	26.5
HCM	Pittsburgh	13.2
HCM	Denver	0.7
Stone & Adler	Chicago	45.1
Stone & Adler	New York	51.7
Wunderman, Ricotta & Kline	New York	156.2
Wunderman, Ricotta & Kline	Los Angeles	7.3
Wunderman, Ricotta & Kline	Detroit	12.2
Sudler & Hennessey	New York	121.4
DYR Worldwide	New York	64.5
DYR Worldwide	Los Angeles	76.4
Hutchins/Y&R	Rochester, NY	64.8
Sive Associates	Cincinnati	41.6
Rees, Smith, Baldwin	Houston	28.0
Cato Johnson	New York	55.0
Zemp/Y&R	St Petersburg	NA

Annual review

Y&R grew 11.7% in over-all billings, thanks to a 24% increase in its foreign contribution that propped up a domestic growth of 5.4%. Big gains came from Walt Disney Productions ($30-$60 million); consolidation of AT&T's $80 million Opportunity Calling program; Merrill Lynch ($30 million corp campaign in 1985), although Merrill Lynch left Y&R in 1986 with its over-all $45 million general ad/direct marketing account; U.S. Postal Service Express Mail ($30.6 million); Adidas ($22 million worldwide), and Metropolitan Life campaign ($20 million). It lost Frito-Lay ($17 million) after 22 years, and in January, 1986, lost Eastman Kodak's instant camera and films when Kodak dropped out of that business, but it quickly replenished the loss by sharing a $35 million-billings package with JWT for Kodak's consumer electronics div and some of its international film and cameras. Y&R figures include its percentage ownership in DYR (50%) and HCM (49) and its Burson-Marsteller (100%) pr unit.

U.S. accounts

Gained: Disney, Disney Pictures, Disneyland, Disney World, Disney Video; R.J. Reynolds, liquor assignments; Gillette, new prods assignments; Arthritis Pain Formula; Mamma Leone's; Holiday insecticides; American Greeting Cards; Union Carbide, Prestone, Simoniz, STP; Colgate-Palmolive, Ultra Brite; AT&T Opportunity Calling; Kraft, new prods; General Foods, Ronzoni, four new prods; Adidas.
Lost: Frito-Lay; Tang; 7-Eleven.

Foreign accounts

Gained: Adidas, Air Canada, Canada Dry, Bosch Tools, Richard/Dubonnet (worldwide); Ford Direct Mktg Projects (Europe); Kodak (Austria, Belgium, Denmark, Holland); American Home Products' Anadin, British Nuclear Fules, Cinzano liquor, Coopers & Lybrand, British Gas Co. (U.K.); Barilla pasta, Ginori tableware, Zanusi white goods (Italy); Chesebrough-Pond's Creams, Spanish Tourist Board (Spain); Starkist Europe pet foods, Amile pastry ingredients (France); Conservative Party presidential elections (Austria); Philco Hitachi electronics, Nestle powdered milk (Brazil); Nestle milk (Colombia); Du Pont paint, Fiesta cigarets (Mexico); Nestle's Condimic, U.S. Postal Service (Puerto Rico); Tupperware, Walt Disney (Canada); McCain foods, Paxus computers, Dairy Promotion Council, Adelaide Casino, Stubbies Clothing Co. (Australia).
Lost: Bailey's Irish Cream liquor (U.K.); Siemens computers and mobile telephones (Norway); Patek Philippe watches, Diner's Club (Switzerland); Max Factor, Mitsubishi (Puerto Rico); Indulac milk prods (Venezuela); Arrow, Canadian Home Products (Canada); IKEA Stores, Bridgestone Tires (Australia).

Officers

Chmn—Edward N. Ney, Young & Rubicam Inc.; Harold Burson, ceo Burson-Marsteller; Roby Harrington, natl group. Presidents—Alex S. Kroll, ceo; Alexander Brody, ceo DYR Worldwide; James H. Dowling, Burson-Marsteller; Peter A. Georgescu, Y&R Intl; John P. McGarry, Y&R (New York). Exec vps—R. John Cooper, genl counsel; Roger P. Craton, cfo; Joseph De Deo, Y&R Intl; Arthur R. Klein.
Phone: (212) 210-3000.

U.S. agencies Nos. 101-500

Profiles on U.S. advertising agencies below the top 100 reporting for this issue follow in alphabetical order. Totals from the leading 400 of these agencies, identified in the tables on Pages 10-16, are consolidated into statistics for the AD AGE 500. Statistics on the AD AGE 500 appear on charts throughout the issue. Together, these 400 agencies accounted for 16% of total U.S. gross income in 1985. An index to the agency profiles begins on Page 108.

Ackerman Advertising Communications, Greenvale, N.Y., reported gross income of $1,819,000 in 1985 on billings of $13,042,062. In 1984, it reported gross income of $1,625,000 on billings of $10,856,478.

The agency's 1985 U.S. volume consisted of $6,758,812 in media, $1,114,000 in materials and services and $5,169,250 in capitalized fees. Its 1984 U.S. volume consisted of $5,453,200 in media, $845,000 in materials and services and $4,558,278 in capitalized fees.

In 1985, the agency gained: Down-Home Products.

Billings breakdown: Newspapers 30%, magazines 10%, supplements 5%, radio 15%, spot tv 10%, cable tv 1%, outdoor 1%, business papers 1%, transit advertising 1%, point of sale 1%, direct mail 10%, direct response tv 5%, direct response radio 5%, direct response newspapers 5%.

Top execs: Skip Ackerman, president, creative director; Ruth Haltman, senior vp. Employes: 32.

Phone: (516) 484-5150. ☑

Ackerman & McQueen, Oklahoma City, reported gross income of $4,404,635 in 1985 on billings of $30,382,898. In 1984, it reported gross income of $3,850,782 on billings of $26,449,200.

The agency's 1985 U.S. volume consisted of $14,136,101 in media, $3,126,007 in materials and services and $13,120,790 in capitalized fees. Its 1984 U.S. volume consisted of $10,178,328 in media, $3,161,248 in materials and services and $13,109,624 in capitalized fees.

Included in the agency's figures were returns from offices in:

- Tulsa
- Dallas
- Orlando
- Oklahoma City

In 1985, the agency gained: Food & Wines From France; Wilson Foods Corp; Sheraton Hotels, corp adv (Florida); OTASCO, Rapid Muffler div.

Billings breakdown: Newspapers 14%, magazines 25%, radio 9%, spot tv 40%, outdoor 3%, business papers 9%.

Top execs: Ray Ackerman, chmn; Angus McQueen, president; Bruce Anderson, exec vp; Gail Daniels, Melanie Hill, Peggy Howard, Debby Johnson, Jeffrey Nauser, Patti Weinbrenner, senior vps; William Winkler, secretary-treasurer. Employes: 82 in 4 offices.

Phone: (405) 843-7777. ☑

Adair Associates/Advertising, Atlanta, reported gross income of $1,028,614 in 1985 on billings of $5,146,603. In 1984, it reported gross income of $1,013,850 on billings of $5,427,462.

The agency's 1985 U.S. volume consisted of $35,860 in media, $2,347,876 in materials and services and $2,762,867 in capitalized fees. Its 1984 U.S. volume consisted of $151,226 in media, $2,556,317 in materials and services and $2,719,919 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Bottlers Press

In 1985, the agency gained: Borden, Wise Foods; Arlington Memorial Cemetary; Bank Corp of Ga.; United Health Services; Parks-Greene & Associates; Reid-Rowell, pharmaceuticals; Garr Consulting Group; ReMax of Ga.; Durastill; Apache Mills. It lost: Dunbarton Corp.

Billings breakdown: Newspapers 0.5%, magazines 24%, radio 69%, spot tv 6.5%.

Top execs: William M. Adair, president; Warren E. Greene, exec vp. Employes: 18.

Phone: (404) 351-8424. ☑

Adams Group, Rockville, Md., reported gross income of $2,026,355 in 1985 on billings of $13,870,057. In 1984, it reported gross income of $1,045,716 on billings of $6,241,321.

In 1985, it reported net income of $122,485, compared with a loss of $84,071 in 1984.

The agency's 1985 U.S. volume consisted of $4,321,254 in media, $1,417,334 in materials and services and $8,131,469 in capitalized fees. Its 1984 U.S. volume consisted of $1,719,788 in media, $144,192 in materials and services and $4,377,341 in capitalized fees.

Included in the agency's figures were $3,858,734 from the agency's Gilbert Sandler & Associates in Baltimore, Md., purchased Jan. 1, 1985.

In 1985, the agency gained: Bell Atlantic; Columbia First Federal; Mardeck; Natl Captioning Institute; Physician Health Plan; Verdix Corp; Foulger-Pratt Construction; Southland Co.; Alexander Grant Co. It lost: Vista Hotel; Tele Sec.; Consumer A/C; High Technology.

Billings breakdown: Newspapers 47.3%, magazines 32.9%, supplements 2.9%, radio 11.2%, spot tv 5.6%, Yellow Pages 0.1%.

Top execs: Gilbert Sandler, chmn. Presidents—Joe Adams; Kevin O'Keefe, Sandler & Associates div (Baltimore). William Fitch, vp-creative director. Employes: 52 in 2 offices.

Phone: (301) 279-5555. ☑

Adams, Rickard & Mason, Glastonbury, Conn., reported gross income of $1,407,650 in 1985 on billings of $9,389,025. In 1984, it reported gross income of $1,279,731 on billings of $8,532,000.

The agency's 1985 U.S. volume consisted of $1,869,630 in media, $211,350 in materials and services and $7,308,045 in capitalized fees. Its 1984 U.S. volume consisted of $1,712,123 in media, $905,877 in materials and services and $5,914,000 in capitalized fees.

In 1985, the agency gained: Heise Industries; Bahco Tools; Connecticut Innkeepers; Multi-Seals; Computech Corp. It lost: Savings Bank of Ansonia; Connecticut Associated Builders & Contractors.

Billings breakdown: Newspapers 13%, magazines 27%, supplements 1%, radio 3%, outdoor 1%, business papers 44%, Yellow Pages 8%, direct mail 3%.

Top execs: Frederick C. Adams, chmn-ceo; Albert D. Mason, president; Jonathan S. Rickard, exec vp, creative. Employes: 30.

Phone: (203) 659-1311. ☑

Adelante Advertising, New York, reported gross income of $905,000 in 1985 on billings of $6,033,950. In 1984, it reported gross income of $879,000, of which $22,500 was non-U.S. contributions, on billings of $5,860,580.

The agency's 1985 U.S. volume consisted of $4,100,000 in media, $700,000 in materials and services and $1,233,950 in capitalized fees. Its 1984 U.S. volume of $5,710,580 consisted of $3,900,000 in media, $650,000 in materials and services and $1,160,580 in capitalized fees. The agency had $150,000 in non-U.S. media billings.

In 1985, the agency gained: American Cyanamid, Combat roach control systems; New World Enterprises, language machine; Heinz U.S.A., instant baby food, wet baby food; Sunshine Biscuits, various prods.

Billings breakdown: Newspapers 5%, magazines 5%, radio 35%, spot tv

Top 10 agencies in outdoor billings*

Rank	Agency	Outdoor billings 1985	Outdoor billings 1984	U.S. billings 1985	U.S. billings 1984
1	Leo Burnett Co.	$101.6	$90.6	$1,269.9	$1,132.9
2	William Esty Advertising Co.	61.2	72.8	510.0	520.0
3	Ogilvy Group	59.4	3.6	1,694.5	1,497.9
4	Wells, Rich, Greene	38.0	37.1	633.8	618.0
5	MCA Advertising	25.5	29.7	170.0	148.7
6	D'Arcy Masius Benton & Bowles	25.4	28.4	1,202.6	1,359.8
7	Ted Bates Worldwide	23.1	77.9	785.1	672.7
8	Young & Rubicam	20.6	19.2	1,656.4	1,632.3
9	J. Walter Thompson Co.	17.9	14.2	1,604.2	1,387.3
10	Laurence, Charles, Free & Lawson	16.5	15.1	235.0	215.0

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* From 82 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

%, outdoor 15%, transit advertising %, point of sale 5%, direct mail 5%.

Top execs: Seymour Davis, presi- nt; Herb Fried, David Krieger, exec s; Mike Psaltis, vp-creative director, anish services. Employes: 15.

Phone: (212) 696-0855. ☑

d Hoc Marketing Resources, w York, reported gross income of ,205,900 in 1985 on billings of ,937,000. In 1984, it reported gross come of $870,600 on billings of ,736,000.

The agency's 1985 U.S. volume con- ted of $600,000 in materials and ser- ces and $7,337,000 in capitalized s. Its 1984 U.S. volume consisted of 00,000 in materials and services and ,336,000 in capitalized fees.

In 1985, the agency gained: Texas mmerce Banks; Bank of New York; ars Discover Card Savings; Chemi- Bank.

Billings breakdown: Newspapers %, magazines 10%, point of sale %, direct mail 60%.

Top execs: Karen Hockman, presi- nt; Philip Carlson, senior vp; Made- e Lavine, Christina Madden, vps. nployes: 8.

Phone: (212) 947-7100.

ler, Schwartz, Englewood Cliffs, J., reported gross income of ,115,533 in 1985 on billings of ,350,916. In 1984, it reported gross come of $1,074,069 on billings of ,163,508.

The agency's 1985 U.S. volume con- ted of $288,649 in media, $537,000 materials and services and ,525,267 in capitalized fees. Its 1984 S. volume consisted of $393,587 in dia, $671,540 in materials and ser- ces and $6,098,381 in capitalized s.

In 1985, the agency gained: Commu- y Guardian Bank; Seals Communi- ions. It lost: John W. Kaufman Inc., e stamps.

Billings breakdown: Newspapers , magazines 19%, radio 1%, point of le 25%, direct mail 10%, catalogs %.

Top exec: Peter Adler, president. nployes: 17.

Phone: (201) 461-8450. ☑

Methods Advertising, Smith- wn, N.Y., reported gross income of 01,557 in 1985 on billings of ,677,046. In 1984, it reported gross come of $338,928 on billings of ,259,519.

The agency's 1985 U.S. volume con- ted of $919,730 in media, $76,010 in terials and services and $1,681,306 capitalized fees. Its 1984 U.S. vol- e consisted of $873,280 in media, 4,245 in materials and services and ,321,994 in capitalized fees.

The agency did not consolidate Ad- nced Business Forms.

Billings breakdown: Magazines 31%, dical journals 30%, supplements %, business papers 2%, point of sale , direct mail 8%, catalogs 12%.

Top execs: Hesso Bellum, president; lith H. Bellum, vp. Employes: 8.

Phone: (516) 724-9075. ☑

-Pro Inc., Sycamore, Ill., reported ss income of $355,400 in 1985 on ings of $2,390,500. In 1984, it re- rted gross income of $338,500 on ings of $2,351,200.

The agency's 1985 U.S. volume consisted of $226,100 in media, $278,800 in materials and services and $1,885,600 in capitalized fees. Its 1984 U.S. volume consisted of $343,500 in media, $266,800 in materials and services and $1,740,900 in capitalized fees.

In 1985, the agency gained: Barrington Trading Co.; Leuco Tool Co.

Billings breakdown: Newspapers 10%, magazines 65%, farm publications 5%, point of sale 5%, Yellow Pages 5%, direct mail 10%.

Top execs: Diana L. Leifheit, president; Robb R. Robbins, exec vp; Robert E. Meierhans, vp. Employes: 10.

Phone: (815) 895-2000. ☑

Advertising Inc., Tulsa, Okla., reported gross income of $3,377,000 in 1985 on billings of $22,513,000. In 1984, it reported gross income of $3,382,000 on billings of $22,547,000.

In 1985, it had net income of $67,000, compared with $70,000 in 1984.

The agency's 1985 U.S. volume consisted of $10,059,306 in media, $2,933,755 in materials and services and $9,519,939 in capitalized fees. Its 1984 U.S. volume consisted of $10,053,776 in media, $3,809,200 in materials and services and $8,684,024 in capitalized fees.

Included in the agency's figures were returns from offices in Oklahoma City and Houston.

In 1985, the agency gained: Galveston Park Board of Trustees; Florafax Intl; Corken Intl; Jasco Products Co. It lost: Ken's Restaurant Systems.

Billings breakdown: Newspapers 5.7%, magazines 8.7%, radio 11.7%, network tv 5.2%, spot tv 37%, cable tv 0.2%, outdoor 1.3%, business papers 5.7%, transit advertising 1.3%, point of sale 0.9%, Yellow Pages 0.4%, direct mail 0.4%, collateral & fees 31.5%.

Top execs: Tom J. Tripp Jr., chmn; Robert O. Daily, president. Senior vps —Jack B. Harwood; Richard L. Thomas, creative director. Employes: 60 in 3 offices.

Phone: (918) 747-8871. ☑

A.I.M., Foster City, Cal., reported gross income of $303,380 in 1985 on billings of $2,454,620. The agency did not submit figures for 1984.

The agency's 1985 U.S. volume consisted of $848,000 in media, $227,620 in materials and services and $1,379,000 in capitalized fees.

In 1985, the agency gained: Woodcock, Smith & Allen; Boas Honda; Pacific Coast.

Billings breakdown: Newspapers 30%, magazines 20%, radio 30%, spot tv 10%, direct mail 10%.

Top exec: James H. Fieler, president. Employes: 6.

Phone: (415) 349-5555. ☑

Alexander Marketing Services, Grand Rapids, Mich., reported gross income of $2,700,000 in 1985 on billings of $18,010,300. In 1984, it reported gross income of $2,315,400 on billings of $15,443,700.

The agency's 1985 and 1984 U.S. volumes were all in capitalized fees.

Included in the agency's figures were returns from its office in Rosemont, Ill.

In 1985, the agency gained: Amoco, commercial and industrial sales; Kaydon, custom precision bearings. It lost: Dow Chemical, films, specialty plastics.

Top execs: James S. Alexander, president. Vps—Thomas J. Kreuger; Michael J. McGillicuddy, exec art director; Robert C. Milroy; Richard H. Hill; Lloyd W. Dunlap, mgr (Chicago); Howard H. Rice, pr. Employes: 43 in 2 offices.

Phone: (616) 957-2000.

Allen & Co., Atlanta, reported gross income of $222,714, in 1985 on billings of $1,444,407.

The agency's 1985 U.S. volume consisted of $865,147 in media, $229,401 in materials and services and $349,859 in capitalized fees.

In 1985, the agency gained: French Quarters Inns.

Billings breakdown: Newspapers 20%, magazines 10%, radio 25%, spot tv 25%, outdoor 5%, business papers 10%, point of sale 5%.

Top execs: William B. Allen, president; Daina P. Allen, exec vp, controller. Employes: 5.

Phone: (404) 952-5270. ☑

Alstin Advertising, Philadelphia, reported gross income of $1,125,000 in 1985 on billings of $7,500,000. In 1984, it reported gross income of $945,000 on billings of $6,300,000.

The agency's 1985 and 1984 U.S. volumes were all in media.

Billings breakdown: Newspapers 85%, magazines 2%, medical journals 3%, radio 1%, outdoor 1%, business papers 8%.

Top exec: Mike Schluth, president. Employes: 24.

Phone: (215) 568-3200.

Altschiller Reitzfeld Solin Associates, New York, had estimated gross income of $6,820,000 in 1985 on billings of $57,000,000. In 1984, it had estimated gross income of $5,628,000 on billings of $47,058,000.

In 1985, the agency gained: Lambert's, pasta and cheese; Campari USA, apertifs. It lost: WABC-TV (New York).

Billings breakdown: Newspapers 6%, magazines 14%, radio 5%, network and spot tv 75%.

Top execs: David Altschiller, chmn-ceo; Robert Reitzfeld, vice chmn, creative director; J. Steve Davis, president. Employes: 64.

Phone: (212) 586-1400.

A&M Associates, Phoenix, Ariz., reported gross income of $4,060,620 in 1985 on billings of $29,849,429. In 1984, it reported gross income of $3,703,000 on billings of $26,782,765.

In 1985, it reported net income of $2,250,000, compared with $2,100,000 in 1984.

The agency's 1985 U.S. volume consisted of $28,400,000 in media, $480,000 in materials and services and $180,090 in capitalized fees. Its 1984 U.S. volume consisted of $25,100,000 in media, $450,000 in materials and services and $186,760 in capitalized fees.

The agency did not consolidate figures for subsidiary, Kar-Go Decal Co., screen process printing.

In 1985, the agency gained: Amform Inc.

Billings breakdown: Newspapers 6%, magazines 12%, radio 1%, network tv 21%, outdoor 3%, business papers 2%, point of sale 4%, Yellow Pages 48%, direct mail 1%, catalogs 2%.

Top execs: Duane P. Swanson, president; Franklin N. Ashton, secretary, treasurer. Employes: 33.

Phone: (602) 263-6504.

AMS Advertising, New York, reported gross income of $2,597,307 in 1985 on billings of $14,282,338. In 1984, it reported gross income of $2,885,753 on billings of $15,770,777.

The agency's 1985 U.S. volume consisted of $11,501,913 in media, $2,469,950 in materials and services and $310,475 in capitalized fees. Its 1984 U.S. volume consisted of $12,756,015 in media, $2,743,800 in materials and services and $270,962 in capitalized fees.

The agency did not consolidate its Flyte Marketing.

In 1985, the agency gained: Pilot Printer Ribbon; Alcide; Park Sherman; Seatron; Tower Securities. It lost: Sanyo; Matthew Bender.

Billings breakdown: Newspapers 5%, magazines 30%, supplements 10%, radio 10%, network tv 5%, spot tv 15%, business papers 20%, point of sale 3%, free-standing inserts 2%.

Top execs: Donald Aaronson, exec vp; Stanley Pearlman, president; Peter Cooney, mktg. Employes: 18.

Phone: (212) 683-7030. ☑

Anderson Advertising, San Antonio, Tex., had estimated gross income of $1,350,000 in 1985 on billings of $9,000,000. In 1984, it had estimated gross income of $1,200,000 on billings of $7,750,000.

The agency's 1985 U.S. volume consisted of $7,500,000 in media and $1,500,000 in materials and services. Its 1984 U.S. volume consisted of $6,500,000 in media and $1,250,000 in materials and services.

The agency did not consolidate its A La Sound, sound recording studio, or AA Visual Graphics.

In 1985, the agency gained: Diamond Shamrock Refining & Mktg; PruCare of San Antonio; Handy Andy Supermarkets; Colonial Hills Hospital.

Billings breakdown: Newspapers 20%, magazines 5%, radio 30%, spot tv 30%, outdoor 10%, business papers 5%.

Top execs: Charles J. Anderson, president; James F. Anderson, chmn; Florence J. Anderson, treasurer. Vps—Julius Germano Jr., L. Calhoun Allen III, Allen Barrett, acct supers; Henri-Ann Reynolds, director media; Larry Felder, creative director. Employes: 33.

Phone: (512) 223-6233.

Anderson Communications, Dallas, reported gross income of $1,045,640 in 1985 on billings of $7,605,463. In 1984, it reported gross income of $540,061 on billings of $3,600,273.

The agency's 1985 U.S. volume consisted of $459,915 in media, $404,893 in materials and services and $6,740,655 in capitalized fees. Its 1984 U.S. volume consisted of $49,511 in media, $291,100 in materials and services and $3,259,662 in capitalized fees.

The agency did not consolidate subsidiaries:

- Anderson Video Productions
- Peterson & Co.

It did consolidate its office in Des Moines, Ia.

In 1985, the agency gained: Andrees Cookies & Cream; Apple Computers, regional adv; Commonwealth Bank; Natl Medical Enterprises, Doctors Hospital, Trinity Medical Center; EData; Pioneer Hi-Bred Intl, pr accts for product line group and Pioneer Overseas Corp. It lost: Bell Savings Assn.

Billings breakdown: Newspapers 21.1%, magazines 10.3%, radio 23%, spot tv 34.2%, outdoor 1%, direct mail 10.4%.

Top execs: Joe Anderson, president; Ron Jenkins, senior vp; Ken Benkstein, vp. Employes: 27 in 2 offices.

Phone: (214) 720-0202. ☑

Andrews/Mautner, Milwaukee, reported gross income of $1,537,963 in 1985 on billings of $11,153,592. In 1984, it reported gross income of $1,187,113 on billings of $8,614,336.

In 1985, it reported net income of $56,065, compared with $30,306 in 1984.

The agency's 1985 U.S. volume consisted of $3,748,379 in media, $1,924,234 in materials and services and $5,480,979 in capitalized fees. Its 1984 U.S. volume consisted of $3,097,849 in media, $1,555,721 in materials and services and $3,960,766 in capitalized fees.

The agency's figures did not include returns from the office in Northbrook, Ill. This Chicago-area unit started in 1985 where it currently employs a staff of two.

In 1985, the agency gained: Eaton, electric drives div; Kelley Co., Tufseal div; Falk Corp; United Performing Arts Fund; Badger Meter; ENR. It lost: Safway Steel Products; Leeson Electric; Milwaukee Sprayer Manufacturing.

Billings breakdown: Magazines 12%, business papers 60%, point of sale 1%, Yellow Pages 1%, direct mail 4%, catalogs 15%, direct response magazines 2%, other 5%.

Top execs: Christopher M. Vernon, president; Kenneth W. Snyder, corp vp; Eugene Vogel, exec vp. Employes: 29 in 2 offices.

Phone: (414) 272-4482. ☑

Donald L. Arends Inc., Oak Brook, Ill., reported gross income of $1,339,250 in 1985 on billings of $8,932,800. In 1984, it reported gross income of $1,207,500 on billings of $8,054,000.

The agency's 1985 U.S. volume consisted of $2,402,000 in media, $4,931,000 in materials and services and $1,599,800 in capitalized fees. Its 1984 U.S. volume consisted of $1,890,000 in media, $4,546,800 in materials and services and $1,617,200 in capitalized fees.

In 1985, the agency gained: CP Rail.

Billings breakdown: Newspapers 10%, magazines 5%, radio 20%, spot tv 3%, business papers 52%, point of sale 2%, Yellow Pages 2%, direct mail 6%.

Top execs: Donald L. Arends, ceo; Robert K. Erickson, president. Employes: 22.

Phone: (312) 323-1220. ☑

Nelda Armstrong Advertising, Lubbock, Tex., reported gross income of $110,000 in 1985 on billings of $889,480. In 1984, it reported gross income of $91,000 on billings of $605,000.

In 1985, it reported net income of $45,000, compared with $33,000 in 1984.

The agency's 1985 U.S. volume consisted of $607,200 in media, $55,500 in materials and services and $226,780 in capitalized fees. Its 1984 U.S. volume consisted of $454,600 in media, $17,000 in materials and services and $133,400 in capitalized fees.

Billings breakdown: Newspapers 37%, magazines 2.5%, radio 21%, spot tv 25%, cable tv 2.7%, outdoor 0.3%, farm publications 2.5%, direct mail 1.5%, production 7.5%.

Top execs: Nelda Armstrong, owner; Cindy Brown, operations mgr. Employes: 4.

Phone: (806) 765-6283.

Noble Arnold & Associates, Schaumburg, Ill., had estimated gross income of $483,800 in 1985 on billings of $3,124,480. In 1984, it had estimated gross income of $377,250 on billings of $3,004,000.

The agency's 1985 U.S. volume consisted of $411,880 in media, $578,200 in materials and services and $2,134,400 in capitalized fees. Its 1984 U.S. volume consisted of $505,800 in media, $824,030 in materials and services and $1,674,170 in capitalized fees.

In 1985, the agency gained: Laser Phase Co.; Orlando & Co.; Dukane Corp; ELP; Amleco Distributors; Scientific Protein Laboratories.

Billings breakdown: Newspapers 2%, magazines 4%, medical journals 20%, radio 1%, farm publications 1%, point of sale 1%, Yellow Pages 1%, direct mail 21%, catalogs 5%, other 44%.

Top execs: Noble Arnold, president; John F. Perkins, exec vp. Employes: 9.

Phone: (312) 882-8808.

Arnold & Co., Boston, reported gross income of $6,856,200 in 1985 on billings of $58,251,042. In 1984, it reported gross income of $8,618,150 on billings of $64,710,399.

The agency's 1985 U.S. volume consisted of $47,775,942 in media and $10,475,100 in capitalized fees. Its 1984 U.S. volume consisted of $50,014,589 in media and $14,695,810 in capitalized fees.

Included in the agency's figures were returns from offices in:

Top 10 agencies in point of sale billings*

ank	Agency	Pos billings 1985	Pos billings 1984	U.S. billings 1985	U.S. billings 1984
	Foote, Cone & Belding	$28.6	NA	$1,323.0	$1,214.0
	Medicus Intercon International	22.8	$18.1	65.2	60.2
	BBDO International	15.6	15.8	1,296.1	1,109.7
	Ross Roy Inc.	15.5	25.2	310.0	252.0
	Doyle Dane Bernbach Group	10.9	10.9	1,099.4	981.7
	Stone & Adler	3.9	0.0	96.8	72.7
	Towne, Silverstein Rotter	3.5	2.6	70.0	51.0
	Admarketing	3.4	3.2	170.5	160.5
	Tracy-Locke	2.7	0.0	272.3	239.8
	Laurence, Charles, Free & Lawson	2.4	2.2	235.0	215.0

TE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in ent company totals in this chart.

rom 92 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

- Albany, N.Y.
- Syracuse, N.Y.
- Rochester, N.Y.
- Portland, Me.

The agency did not consolidate Arnold Public Relations.

In 1985, the agency gained: Dedicated Dental Services; Maine Mutual Fire Insurance Co.; NAPA; Central Maine Medical Center; Parade of Shoes. It lost: Almy's Dept Stores; Morse Shoe; John Hancock Mutual Life; Near East Food Products.

Billings breakdown: Newspapers 12%, magazines 4.7%, supplements 1%, radio 13.2%, network tv 16.4%, spot tv 38.4%, cable tv 1%, outdoor 1%, business papers 7.7%, point of sale 0.4%, direct mail 1.3%, sales promo 2.9%.

Top execs: Gerald T. Broderick, president-ceo; Wilson Siebert, exec vp, director creative services. Senior vps—Dennis Bailen, director acct services; Marie Kachinski, director media services. Vps—Cindy Connelly, Joe Frank, Lenny Karsakov, assoc creative directors; Tom Boggs, Jeff Brown, Peg Hurley, Lyn Rosoff, mgmt supers; Betsy Van Deusen (Albany/New York); Russ Lamer (Portland); Sue Perrone (Rochester); Glen Ransden (Syracuse); Joe Burniera, Arnold Public Relations. Employes: 130 in 5 offices.

Phone: (617) 357-1900. ☑

Arnold/Foster/Sherrill/Carrithers, Dallas, reported gross income of $2,277,785 in 1985 on billings of $15,185,232.

The agency was formed November, 1985, when Arnold Harwell McClain & Associates merged with Sherrill Co. of Dallas. Combined totals for the two shops in 1984 were $2,606,849 in gross income on billings of $17,378,994.

The agency did not provide volume breakouts.

Billings breakdown: Newspapers 12%, magazines 3%, radio 14%, spot tv 67%, outdoor 3%, other 1%.

Top execs: Webb Sherrill, chmn-ceo; Bob Foster, president-coo. Exec vps—George Arnold; Pat Carrithers, creative director. Martha McClain, senior vp-cfo. Employes: 30.

Phone: (214) 521-6400.

Ashby, Dillon & Meade, Rocky River, O., had estimated gross income of $761,000 in 1985 on billings of $5,079,400. In 1984, it had estimated gross income of $632,000 on billings of $4,216,026.

The agency's 1985 U.S. volume consisted of $1,496,750 in media, $782,950 in materials and services and $2,799,700 in capitalized fees. The agency did not break out its volume in 1984.

Included in the agency's figures were returns from subsidiaries:

- Directory, Catalog & Inquiry Services
- AD&M Public Relations

In 1985, the agency gained: C&K Manufacturing; Brush Wellman, beryllium alloys; Bettcher Industries; Western Reserve Health Plan; Varbros Corp.; Standyne Moen, Western Steel div; Springwell Mattress Co.

Billings breakdown: Newspapers 1%, business papers 55%, Yellow Pages 1%, direct mail 5%, catalogs 34%, telemarketing 2%, other 2%.

Top execs: John A. Ashby, chmn; Lowell R. Dillon, president; Geoffrey B. Meade, exec vp. Employes: 22.

Phone: (216) 331-5252. ☑

Asher Agency, Fort Wayne, Ind., reported gross income of $448,000, in 1985 on billings of $2,250,712. In 1984, it reported gross income of $324,000 on billings of $2,071,678.

The agency's 1985 U.S. volume consisted of $1,158,000 in media, $492,412 in materials and services and $600,300 in capitalized fees. Its 1984 U.S. volume consisted of $1,035,000 in media, $469,728 in materials and services and $566,950 in capitalized fees.

In 1985, the agency gained: Barrett, Barrett, & McNagny; Charter Beacon Hospital; Ferranti of Indiana; Fort Wayne Community Schools; Gaber Homes; O' Reilly Office Supplies; Ponderosa (Northern Indiana); Strahm Inc.; Summit Foundry. It lost: Redi Med Urgent Care Centers.

Billings breakdown: Newspapers 7%, magazines 12%, radio 17%, spot tv 60%, cable tv 1%, outdoor 2%, direct mail 1%.

Top execs: Timothy S. Borne, president; Thomas J. Price, senior vp. Employes: 7.

Phone: (219) 424-3373. ☑

Associated Advertising, Wichita, Kan., reported gross income of $1,865,261 in 1985 on billings of $13,441,271. In 1984, it reported gross income of $1,894,246 on billings of $12,634,623.

The agency's 1985 U.S. volume consisted of $4,522,039 in media, $3,197,839 in materials and services and $5,721,393 in capitalized fees. Its 1984 U.S. volume consisted of $4,839,871 in media, $3,080,910 in materials and services and $4,713,842 in capitalized fees.

In 1985, the agency gained: Hutchinson Holiday Inn & Holidome Indoor Recreation Center; Legg Co., belting for agricultural and industrial prods; Natl Bank of El Dorado; Wichita Wire Products.

Billings breakdown: Newspapers 2%, magazines 5%, radio 8%, spot tv 12%, business papers 6%, farm publications 9%, other 58%.

Top execs: Preston D. Huston, chmn-president; M. Gene Countryman, T. Joseph Robertson, senior vps. Employes: 37.

Phone: (316) 683-4691. ☑

Austin Kelley Advertising, Atlanta, had estimated gross income of $5,100,000 in 1985 on billings of $34,000,000. In 1984, it had estimated gross income of $3,600,000 on billings of $24,000,000.

The agency did not provide volume breakouts for 1985 or 1984.

The agency opened an office in Boca Raton, Fla., on Feb. 1, 1986.

In 1985, the agency gained: Heritage Bank (Atlanta); Copper Mountain, ski resort; Longboat Key Resort; Rockefeller Center; Palm Beach Polo, two new assignments; Arvida Corp, two new assignments. It lost: Stratton Corp, ski resort.

Billings breakdown: Newspapers 20%, magazines 25%, radio 10%, spot tv 30%, outdoor 5%, business papers 10%.

Top execs: Austin P. Kelley, chmn-ceo; Geoffrey R. Nixon, president-coo. Senior vps—John M. Mercier, director finance admin; John A. Fricks, mgmt super; James Paddock, creative director; Ralph E. McGill Jr., director copy services; Harold J. Shields, director graphic services; Barbara Shanks, director production services. John Faus, vp, director rsch; Pamela Fornwalt, assoc media director; Lesley Gamwell, acting director, pr. Employes: 76 in 2 offices.

Phone: (404) 396-6666.

Badalamenti Advertising, Brooklyn, had estimated gross income of $225,000 in 1985 on billings of $1,500,000. The agency did not provide figures for 1984 or volume breakdowns.

Billings breakdown: Newspapers 60%, magazines 5%, supplements 5%, radio 20%, outdoor 10%.

Top execs: Vincent Badalamenti, president; Vincent J. Badalamenti, vp; Linda Marcot, gm. Employes: 24.

Phone: (718) 236-0700. ☑

Bader Rutter & Associates, Brookfield, Wis., reported gross income of $6,524,593 in 1985 on billings of $43,503,897. In 1984, it reported gross income of $5,335,991 on billings of $35,573,274.

The agency's 1985 U.S. volume consisted of $22,935,839 in media, $7,346,184 in materials and services and $13,221,874 in capitalized fees. Its 1984 U.S. volume consisted of $21,838,655 in media, $6,781,578 in materials and services and $6,953,041 in capitalized fees.

In 1985, the agency gained: Chris Hansen's Labs; Doerr Electric Corp; Dow Chemical (Canada); CANADA, Agribusiness; Paragon Hotels; Paramount Pictures; PC Learning Systems; Soil Teq; Northwestern Mutual Life Insurance. It lost: Molecular Genetics; Chempar Products.

Billings breakdown: Newspapers 8%, magazines 2%, radio 12%, spot tv 19%, outdoor 1%, business papers 14%, farm publications 39%, direct mail 2%, catalogs 3%.

Top execs: Ronald L. Bader, president; Richard Jensen, exec vp. Employes: 101.

Phone: (414) 784-7200. ☑

Gordon Bailey & Associates, Stone Mountain, Ga., reported gross income of $2,716,129 in 1985 on billings of $17,871,640. In 1984, it reported gross income of $1,995,166 on billings of $13,302,403.

In 1985, it reported net income of $129,318, compared with $120,000 in 1984.

The agency's 1985 U.S. volume consisted of $83,259 in media, $1,381,640 in materials and services and $16,406,741 in capitalized fees. Its 1984 U.S. volume consisted of $40,868 in media, $1,488,418 in materials and services and $11,773,117 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Food Research
- Phyllis Vail Research
- W.E.B. Research

In 1985, the agency gained: King Shrimp; Iceland Seafood. It lost: Land O'Lakes.

Billings breakdown: Business papers 65%, point of sale 15%, direct mail 10%, catalogs 10%.

Top execs: Gordon R. Bailey, president; Alfred J. Schoelles, exec vp. Employes: 36 in 2 offices.

Phone: (404) 296-2777. ☑

Bailey Lewis & Associates, Lincoln, Neb., reported gross income of $1,558,310 in 1985 on billings of $10,391,343. In 1984, it reported gross income of $1,537,296 on billings of $10,251,293.

The agency's 1985 U.S. volume consisted of $3,922,400 in media billings, $1,250,482 in materials and services and $5,218,461 in capitalized fees. Its 1984 U.S. volume consisted of $3,633,355 in media, $1,301,675 in materials and services and $5,316,263 in capitalized fees.

Included in the agency's figures were returns from its offices in:

- Lincoln
- Omaha.

In 1985, the agency gained: A&R Services; Alister-Rand; The Arter Group; Branker Buick; Child Saving Institute; Coca-Cola Bottling Co. of Emporia; Dal-Worth Developers; DiversiHealth; Entre Computer Systems; Granulawn; Henke Machine; Henderson; HMO Nebraska; Jiffy Lube Intl (Rocky Mountain states); Midlands Community Hospital; NEBRASKAland Days; Havelock Bank & Trust Co.; Sand Livestock Systems. It lost: Archbishop Bergan Mercy Hospital; FirsTier; FirsTier Mortgage Co.; FirsTier Leasing Co.; Misle Chevrolet; Omaha National Bank; Ben Simon's.

Billings breakdown: Newspapers 11%, magazines 7%, supplements 1%, radio 14%, spot tv 20%, cable tv 1%, outdoor 5%, business papers 2%, farm publications 3%, point of sale 1%, direct mail 2%, catalogs 2%, direct response newspapers 1%, direct response magazines 1%, free-standing inserts 1%, other 28%.

Top execs: Richard W. Bailey, chmn-ceo. Presidents—Jim Lauerman (Lincoln); Tracy Zaiss (Omaha). George Meininger, senior exec vp, creative services; Ron Plageman, exec vp-cfo. Employes: 41 in 2 offices.

Phone: (402) 475-2800.

Perry Ballard/Advertising, St. Joseph, Mich., reported gross income of $360,964 in 1985 on billings of $2,474,274. In 1984, it reported gross income of $369,816 on billings of $2,488,818.

In 1985, it reported net income of $3,049, compared with $18,338 in 1984.

The agency's 1985 U.S. volume consisted of $245,766 in media, $158,874 in materials and services and $2,069,634 in capitalized fees. Its 1984 U.S. volume consisted of $259,370 in media, $114,758 in materials and services and $2,114,690 in capitalized fees.

In 1985, the agency gained: I&M

Top 10 agencies in magazine billings*

Rank	Agency	Mag. billings 1985	Mag. billings 1984	U.S. billings 1985	U.S. billings 1984
1	Ogilvy Group	$368.8	$276.1	$1,694.5	$1,497.9
2	Doyle Dane Bernbach Group	300.4	233.3	1,099.4	981.7
3	Young & Rubicam	284.5	315.5	1,656.4	1,632.3
4	Bozell, Jacobs, Kenyon & Eckhardt	220.0	NA	1,100.0	935.2
5	Grey Advertising	207.7	175.9	1,221.9	1,034.6
6	J. Walter Thompson Co.	203.8	182.4	1,604.2	1,387.3
7	Foote, Cone & Belding	197.5	156.3	1,323.0	1,214.0
8	Leo Burnett Co.	190.5	181.3	1,269.9	1,132.9
9	BBDO International	180.1	221.5	1,296.1	1,109.7
10	N W Ayer	144.1	122.0	652.0	652.5

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* From 92 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

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Electric Co., Cook Energy Information Center; Action Packaging; Maple Leaf Farms; Michiana Heat Pump Assn; Southwestern Michigan Tourist Council; Shipping Dept; Lake Michigan College; Holly Inn; Whirlpool, LaPorte div. It lost: G.A.L. Gage Co.; Coloma Computer Co.

Billings breakdown: Newspapers 22%, magazines 47%, radio 13%, spot tv 12%, outdoor 6%.

Top exec: Perry Ballard, president-chmn. Employes: 12.

Phone: (616) 983-0611. ☑

Barker Campbell & Farley, Virginia Beach, Va., reported gross income of $1,666,118 in 1985 on billings of $11,107,451. In 1984, it reported gross income of $1,297,519 on billings of $8,650,129.

In 1985, it reported net income of $226,617, compared with $236,640 in 1984.

The agency's 1985 U.S. volume consisted of $2,734,666 in media, $2,850,998 in materials and services and $5,521,787 in capitalized fees. Its 1984 U.S. volume consisted of $2,545,312 in media, $2,715,237 in materials and services and $3,389,580 in capitalized fees.

In 1985, the agency gained: South Carolina Natl Bank; Chippenham Hospital; Checkered Flag Motor Car Co. It lost: Estech.

Billings breakdown: Newspapers 10%, magazines 29%, radio 20%, spot tv 20%, outdoor 2%, farm publications 15%, direct mail 4.%.

Top execs: Robert A. Barker, president; William T. Campbell, A. Palmer Farley, exec vps; Robert Stiffler, senior vp, ag div. Vps—Sharon Brady, art director; Richard S. Gearhart, media director. Employes: 35.

Phone: (804) 497-4811. ☑

Barkley & Evergreen of Kansas City, Shawnee Mission, Kan., had estimated gross income of $4,800,000 in 1985 on billings of $32,000,000. In 1984, it had estimated gross income of $4,350,000 on billings of $29,000,000. The agency did not break out its billings volume.

In 1985, the agency gained: Amerisource; Coleman Group One; Lodge of the Four Seasons; North Supply Co.; Polygon; Purolator; Three Star Industries; U.S. Telecom & Wagner. It lost: Tallgrass Technologies; Mylee Digital; Sub & Stuff Sandwich Shops.

Billings breakdown: Newspapers 29%, magazines 23%, radio 16%, spot tv 29%, outdoor 2%, Yellow Pages 1%.

Top execs: William M. Fromm, president-ceo; James H. Barickman, chmn; Stephen S. Brewer, Michael J. McGarry, James P. Aylward III, exec vps. Employes: 64.

Phone: (913) 432-2600. ☑

Barney & Patrick Advertising, Mobile, Ala., reported gross income of $1,141,536 in 1985 on billings of $7,620,684. In 1984, it reported gross income of $834,000 on billings of $5,563,000.

The agency's 1985 U.S. volume consisted of $5,094,102 in media, $852,479 in materials and services and $1,674,103 in capitalized fees. Its 1984 U.S. volume consisted of $2,794,000 in media, $585,000 in materials and services and $2,184,000 in capitalized fees.

In 1985, the agency gained: Dixie Savings & Loan; McDonald's Co-op.

Billings breakdown: Newspapers 15%, magazines 5%, radio 25%, spot tv 46%, cable tv 1%, outdoor 4%, business papers 4%.

Top execs: McGowin I. Patrick, president; J. Tyler Turner Jr., exec vp. Employes: 19.

Phone: (205) 433-0401. ☑

Barnhart & Co., Denver, had estimated gross income of $3,445,000 in 1985 on billings of $22,458,000. In 1984, it had estimated gross income of $2,800,000 on billings of $17,989,000.

The agency's 1985 U.S. volume consisted of $4,920,000 in media, $2,945,000 in materials and services and $14,593,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,976,000 in media, $2,338,000 in materials and services and $11,675,000 in capitalized fees.

In 1985, the agency gained: American Express Certificates; American Express money orders, trade and consumer; Pizza Hut (Rocky Mountain region and partial Pacific region); Stroh Ranch. It lost: KWGN-TV.

Billings breakdown: Newspapers 17%, magazines 20%, radio 20%, spot tv 30%, outdoor 2%, direct mail 5%, catalogs 6%.

Top execs: Terry L. Barnhart, chmn; Robert I. Wolper, president; Gary A. Krauss, exec vp; Arthur J. Mahoney Jr., Nancy Haven, senior vps; Steve D. Sander, Ginger L. MacIntyre, vps. Employes: 50.

Phone: (303) 744-3211. ☑

Barnum Communications, New York, reported gross income of $6,761,000 in 1985 on billings of $45,072,000. In 1984, it reported gross income of $6,857,000 on billings of $45,123,000.

The agency's 1985 U.S. volume consisted of $18,930,500 in media, $4,056,500 in materials and services and $22,085,000 in capitalized fees. Its 1984 U.S. volume consisted of $14,590,000 in media, $3,420,000 in materials and services and $27,113,000 in capitalized fees.

In 1985, the agency gained: Syntro Corp; Derata Corp. It lost: DeVilbiss Health Care Worldwide; Anderson Group.

Billings breakdown: Newspapers 5%, magazines 12%, medical journals 55%, radio 1%, network tv 3%, spot tv 5%, cable tv 1%, direct mail 6%, collateral 12%.

Top execs: H.J. Barnum Jr., chmn; Dorothy M. Philips, president; John H. Woodcock, Burton P. Pollack, senior vps. Employes: 70 in 9 offices.

Phone: (212) 221-7363.

Basinger Co., Evanston, Ill., had estimated gross income of $230,000 in 1985 on billings of $1,540,670. In 1984, it reported gross income of $156,000 on billings of $1,036,800.

The agency's 1985 U.S. volume consisted of $200,000 in media and $1,340,670 in capitalized fees. Its 1984 U.S. volume consisted of $125,000 in media, and $911,789 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Research Division

In 1985, the agency gained: Howard Decorative Packaging; Bank Administration Institute; Lewis Plastics.

Billings breakdown: Newspapers 10%, magazines 20%, business papers 20%, direct mail 30%, catalogs 10%, direct response magazines 10%.

Top execs: David P. Basinger, president. Vps—Paul J. Basinger, creative director; Joan M. Moise, mktg director. Employes: 10.

Phone: (312) 475-3525. ☑

See **Baron & Zaretsky** *under Zaretsky on Page 110.*

Top 10 agencies in transit billings*

		Transit billings		U.S. billings	
Rank	Agency	1985	1984	1985	1984
1	Laurence, Charles, Free & Lawson	$11.8	$10.8	$235.0	$215.0
2	Young & Rubicam	6.8	8.6	1,656.4	1,632.3
3	MCA Advertising	3.4	4.5	170.0	148.7
4	Chiat/Day	2.9	NA	294.3	226.6
5	Levine, Huntley, Schmidt, & Beaver	2.6	2.1	87.4	71.3
6	Della Femina, Travisano & Partners	2.5	2.2	245.0	220.0
7	Tatham-Laird & Kudner	2.1	1.6	235.0	226.0
8	Kornhauser & Calene	1.2	NA	121.3	120.4
9	Doyle Dane Bernbach Group	1.2	1.1	1,099.4	981.7
10	Earle Palmer Brown Cos.	1.0	NA	103.6	84.4

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* From 92 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

Keith Bates & Associates, Chicago, reported gross income of $491,945 in 1985 on billings of $4,182,672. In 1984, it reported gross income of $450,402 on billings of $3,796,047.

In 1985, it reported net income of $26,946, compared with $169,028 in 1984.

The agency's 1985 U.S. volume consisted of $429,831 in media, $471,568 in materials and services and $3,281,273 in capitalized fees. Its 1984 U.S. volume consisted of $542,386 in media, $249,481 in materials and services and $3,004,180 in capitalized fees.

In 1985, the agency gained: BCR Enterprises; Equal Employment Opportunity Consultants; Group I Software; SKK. It lost: Zylab; Systems Mgmt; Wallace Computer Services.

Billings breakdown: Magazines 40%, direct mail 47%, direct response magazines 3%, telemarketing 10%.

Top exec: Keith W. Bates, president. Employes: 7.

Phone: (312) 263-5820. ☑

Bates & Fawcett, Darien, Conn., reported gross income of $124,050 in 1985 on billings of $808,316. In 1984, it reported gross income of $141,100 on billings of $918,345.

The agency's 1985 U.S. volume consisted of $119,000 in media, $57,000 in materials and services and $632,316 in capitalized fees. Its 1984 U.S. volume consisted of $160,000 in media, $68,000 in materials and services and $690,345 in capitalized fees.

In 1985, the agency gained: Commercial Enclosed Fuse Co.; Micro Aero Charts; Marco Manufacturing Co.; Sprung Nussbaum. It lost: New England Tubular Rivet; Cobra Components.

Billings breakdown: Business papers 60%, direct mail 40%.

Top exec: Michael S. Ziegler, president. Employes: 4.

Phone: (203) 655-8767.

Battenberg, Fillhardt & Wright, San Jose, Cal., reported gross income of $1,947,183 in 1985 on billings of $13,047,598. In 1984, it reported gross income of $2,078,945 on billings of $13,103,637.

The agency's 1985 U.S. volume consisted of $6,552,227 in media, $1,097,280 in materials and services and $5,398,091 in capitalized fees. Its 1984 U.S. volume consisted of $6,373,634 in media, $1,160,093 in materials and services and $5,569,910 in capitalized fees.

In 1985, the agency gained: Communications Solutions, SNA Communications software; Granger Associates; Guerdon Industries; Knoll Co.; Mountz; Team Solutions. It lost: Branson/IPC; BE DataComm; Intelligent Technologies.

Billings breakdown: Newspapers 8%, magazines 41%, radio 4%, spot tv 3%, business papers 40%, point of sale 1%, direct mail 3%.

Top execs: Curtis L. Wright, president. Vps—Charles H. Fillhardt, creative director; Lynn M. Battenberg, treasurer. Employes: 24.

Phone: (408) 287-8500. ☑

Batz Hodgson Neuwoehner, St. Louis, reported gross income of $4,985,170 in 1985 on billings of $34,377,621. In 1984, it reported gross income of $4,692,790 on billings of $32,602,221.

The agency's 1985 U.S. volume consisted of $16,089,666 in media, $4,008,212 in materials and services and $14,279,743 in capitalized fees. Its 1984 U.S. volume consisted of $15,756,351 in media, $4,261,481 in materials and services and $12,584,389 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- BHN/YP, Yellow Pages placement

The agency also consolidated returns from its offices in Overland Park, Kan.; Columbia, Mo.; Wichita, Kan.; Cedar Rapids, Ia., and Springfield, Mo., which was sold Oct. 31, 1985.

In 1985, the agency gained: Bowling Hall of Fame; Graybar Electric; Elegance Furniture; Tartan Corners; United Van Lines; Intertherm; Thermal Resources; Monsanto, nutrition chemicals div. It lost: Northwest Plaza; Carter Automotive; Millers Mutual Insurance; Century Electric; Furguson Machine.

Billings breakdown: Newspapers 13%, magazines 8%, radio 20%, spot tv 30%, outdoor 2%, business papers 20%, Yellow Pages 5%, other 2%.

Top execs: Kennett C. Johnson, chmn-ceo, treasurer. Presidents—John Bell, BHN/PR; Daniel Fineberg, BHN/YP; George T. Gale (St. Louis); Walter F. Balzerick (Wichita); Peter Langmack (Cedar Rapids); Irv Jensen, BHN (Kansas City); John Blakesmore, BHN (Columbia). Robert C. Zeitinger, exec vp. Employes: 110 in 6 offices.

Phone: (314) 241-1200.

Bauerlein Inc., New Orleans, reported gross income of $2,211,402 in 1985 on billings of $14,574,980. In 1984, it reported gross income of $2,110,684 on billings of $14,151,296.

The agency's 1985 U.S. volume consisted of $6,649,213 in media, $1,320,069 in materials and services and $6,605,698 in capitalized fees. Its 1984 U.S. volume consisted of $5,976,669 in media, $1,473,493 in materials and services and $6,701,134 in capitalized fees.

In 1985, the agency gained: Columbia Pictures (New Orleans, Baton Rouge, Memphis markets); Metropolitan Natl Bank (Mississippi Gulf Coast); Southern Baptist Hospital of New Orleans; Orleans Parish School Board. It lost: Baton Rouge Bank; Butch Baum & Associates; Lamarque Ford.

Billings breakdown: Newspapers 21%, magazines 23%, radio 17%, spot tv 34%, outdoor 5%.

Top execs: Eugene G. Barnes, president; Kenneth Gormin, chmn. Employes: 37.

Phone: (504) 522-5461. ☑

Baxter, Gurian & Mazzei, Beverly Hills, Cal., reported gross income of $1,900,000 in 1985 on billings of $13,300,000. In 1984, it reported gross income of $1,750,000 on billings of $12,270,000.

The agency's 1985 U.S. volume consisted of $2,200,000 in media, $6,431,000 in materials and services and $4,669,000 in capitalized fees. Its 1984 U.S. volume consisted of $2,200,000 in media, $3,400,000 in materials and services and $6,670,000 in capitalized fees.

Included in the agency's figures were returns from its office in Mountain View, Cal.

In 1985, the agency gained: Advanced Technology Labs; Daleco/Zila, pharmaceuticals; Everest & Jennings, wheelchairs; Intermedics; Myocure; Oculabs; Rabbit Computer; Squibb Medical Systems. It lost: Chad, pharmaceuticals; Alpha Therapeutics.

Billings breakdown: Medical journals 30%, direct mail 50%, other 20%.

Top execs: Donald J. Baxter, chmn; Kenneth J. Gurian, president; Michael J. Byrnes, vp. Employes: 28 in 2 offices.

Phone: (213) 657-5050. ☑

Beaumont, Heller & Sperling, Reading, Pa., reported gross income of $1,274,779 in 1985 on billings of $10,165,095. In 1984, it reported gross income of $1,349,612 on billings of $10,621,097.

The agency's 1985 U.S. volume consisted of $1,439,470 in media, $1,132,017 in materials and services and $7,593,608 in capitalized fees. Its 1984 U.S. volume consisted of $1,514,905 in media, $1,425,834 in materials and services and $7,680,358 in capitalized fees.

In 1985, the agency gained: Jamison Door Co.; Neapco, automotive drive train components.

Billings breakdown: Newspapers 0.04%, business papers 12.61%, Yellow Pages 1.2%, direct mail 25.38%, catalogs/collateral 6.26%, pr 12.37%, mktg, creativity, client services 42.14%.

Top execs: Robert D. Beaumont, president. Senior vps—Donald T. Beaumont Jr., secretary, treasurer; Alfred K. Walter, pr div; James Buchanan, media, mktg services director. Vps—William E. Kemper Jr.; James E. Ludwig Jr.; Leland E. Rice; John R. Sergeant Jr., direct mail, publication production mgr. Employes: 41.

Phone: (215) 375-4311.

Beber Silverstein & Partners, Miami, reported gross income of $9,400,000 in 1985 on billings of $62,000,000. In 1984, it reported gross income of $7,800,000 on billings of $51,200,000.

The agency's 1985 U.S. volume consisted of $50,500,000 in media, $5,500,000 in materials and services and $6,000,000 in capitalized fees. Its 1984 U.S. volume consisted of $42,200,000 in media, $4,000,000 in materials and services and $5,000,000 in capitalized fees.

Included in the agency's figures were returns from its offices in New York and Washington.

In 1985, the agency gained: Austin Rover Cars of North America; Pfizer, Coty div; Florida Power & Light; The Rouse Corp., Bayside; Southern Cross Yachts; State of Fla. Dept. of Commerce, div of tourism; The Hospitals of Florida; A.F.S.C.M.E. It lost: Paramount Picture Corp.; Palm Beach County Tourist Devel Council.

Billings breakdown: Newspapers 20%, magazines 22%, radio 12%, network tv 9%, spot tv 29%, outdoor 1%, direct mail 6%, other 1%.

Top execs: Joyce Beber, president; Elaine Silverstein, exec vp; Sidney Levin, partner; Myer Berlow, vp-mktg, media services; Russell Slaughter, senior vp, creative director. Vps—Lesley Teitelbaum, creative director; Henry Goldberg, Wayne Sandlin, John Baldari, Charles Roedema, Fred Delano, acct supers; Robert Nyitray, exec art director; Louise Gainey, media director; Herk Hernadez, production; David Valdes, controller. Employes: 116 in 3 offices.

Phone: (305) 856-9800.

Robert A. Becker Inc., New York, reported gross income of $7,000,000 in 1985 on billings of $47,100,000. In 1984, it reported gross income of $7,379,000 on billings of $49,751,200.

The agency's 1985 U.S. volume consisted of $3,900,000 in media, $3,200,000 in materials and services and $40,000,000 in capitalized fees. Its 1984 U.S. volume consisted of $4,341,400 in media, $3,508,200 in materials and services and $41,901,600 in capitalized fees.

In 1985, the agency gained: Sandoz Pharmaceuticals Corp, Pharmacy Affairs. It lost: Sterling Drug Co., Winthrop Laboratories div.

Billings breakdown: Medical journals 50%, direct mail 15%, sales literature, a/v, collateral, materials 35%.

Top execs: Robert A. Becker, president; Joel Lauber, Edward Maitland, Raymond Perry, Norman Franklin, David Charney, senior vps. Employes: 84.

Phone: (212) 382-0780.

Behrends & Co., High Point, N.C., reported gross income of $622,490 in 1985 on billings of $4,013,805. In 1984, it reported gross income of $1,023,846 on billings of $7,099,805.

The agency's 1985 U.S. volume consisted of $436,875 in media, $678,055 in materials and services and $2,898,875 in capitalized fees. Its 1984 U.S. volume consisted of $1,185,683 in media, $1,188,220 in materials and services and $4,725,902 in capitalized fees.

In 1985, the agency gained: Old Stone Savings & Loan; Castle Furniture, USA; Cellular One; Northwinds America.

Billings breakdown: Newspapers 18%, supplements 10%, radio 18%, spot tv 28%, outdoor 10%, business papers 10%, direct mail 6%.

Top exec: Richard D. Behrends, president. Employes: 19.

Phone: (919) 882-4151.

Benito Advertising, Tampa, Fla., reported gross income of $3,580,000 in 1985 on billings of $24,930,000. In 1984, it reported gross income of $3,100,000 on billings of $20,800,000.

The agency's 1985 U.S. volume consisted of $18,950,000 in media and $5,980,000 in capitalized fees. Its 1984 U.S. volume consisted of $17,500,000 in media and $3,300,000 in capitalized fees.

Included in the agency's figures were returns from offices in Orlando and Jacksonville.

In 1985, the agency gained: Group W Cable (Southeast); WTOG-TV; Travel Agents Intl; Tampa Bay Buccaneers; Robinson's Dept Stores. It lost: Clairson Intl; Sheraton Maitland.

Billings breakdown: Newspapers 20%, magazines 15%, radio 14%, spot tv 38%, outdoor 6%, business papers 3%, direct mail 4%.

Top execs: Jack Painter, chmn-president; Ken Bernhardt, exec vp, creative; Duke Miller, exec vp, creative services. Employes: 74 in 3 offices.

Phone: (813) 877-8200. ☑

Bentley, Barnes & Lynn, Chicago, reported gross income of $5,449,381 in 1985 on billings of $36,329,210. In 1984, it reported gross income of $5,097,286 on billings of $33,981,908.

The agency's 1985 U.S. volume consisted of $31,666,374 in media, $2,241,846 in materials and services and $2,420,990 in capitalized fees. Its 1984 U.S. volume consisted of $30,183,451 in media, $1,403,420 in materials and services and $2,395,037 in capitalized fees.

Included in the agency's figures were returns from the offices in Huntington Beach, Cal., and Houston.

In 1985, the agency gained: Wilson Sporting Goods; Epson East; Lube Pro's; Spring Green Lawn Care; Rose & Co. It lost: Pheasant Run; Hillhaven Corp; 666 Lake Shore Drive.

Billings breakdown: Newspapers 83%, magazines 5%, radio 5%, spot tv 1%, outdoor 1%, business papers 3%, direct mail 1%, catalogs 1%.

Top execs: Peter Postelnek, cob; Stan Tannenbaum, president; Merrill Litow, secretary, treasurer; Paul Oleff, exec vp; Gus Unti, creative director; Sam Conforti, exec vp. Employes: 104 in 3 offices.

Phone: (312) 467-9350.

Berenson & Co., Larkspur, Cal., reported gross income of $175,000 in 1985 on billings of $2,750,500. In 1985, it had net income of $100,000. The agency did not report figures for 1984.

The agency's 1985 U.S. volume consisted of $1,500,000 in media, $250,000 in materials and services and $1,000,500 in capitalized fees.

The agency did not consolidate subsidiary:

- Windsor Marketing Group, telephone sales.

In 1985, the agency gained: First Commodity Corp.; Allison Corp.

Billings breakdown: Newspapers 10%, magazines 10%, business papers 10%, direct mail 50%, catalogs 5%, direct response magazines 10%, telemarketing 5%.

Top exec: Paul S. Berenson, president. Employes: 3 in 2 offices.

Phone: (415) 499-8148.

Berenson, Isham & Partners, Boston, had estimated gross income of $1,800,000 in 1985 on billings of $11,804,060. In 1984, it reported gross income of $1,254,781 on billings of $7,011,537.

In 1985, it reported net income of $260,655, compared with $159,898 in 1984.

The agency's 1985 U.S. volume consisted of $3,117,967 in media, $676,033 in materials and services and $7,950,060 in capitalized fees. Its 1984 U.S. volume consisted of $2,033,018 in media, $782,028 in materials and services and $4,196,491 in capitalized fees.

In 1985, the agency gained: Fallon Community Health Plan; IncomRx System, medical software; John Hancock Home Owner Services.

Billings breakdown: Newspapers 15%, magazines 5%, radio 5%, spot tv 5%, outdoor 5%, transit advertising 5%, point of sale 2.5%, direct mail 25%, direct response tv 5%, direct response radio 5%, direct response newspapers 10%, direct response magazines 10%, telemarketing 2.5%.

Top execs: Paul S. Berenson, president-ceo; Carolynn C. Isham, exec vp; Louis H. Flanders III, senior vp. Employes: 17.

Phone: (617) 423-1120. ☑

Top 10 agencies in network tv billings*

Rank	Agency	Net tv billings 1985	Net tv billings 1984	U.S. billings 1985	U.S. billings 1984
1	Ogilvy Group	$772.4	$880.5	$1,694.5	$1,497.9
2	Young & Rubicam	735.0	845.4	1,656.4	1,632.3
3	Leo Burnett Co.	647.7	555.1	1,269.9	1,132.9
4	Grey Advertising	623.2	496.6	1,221.9	1,034.6
5	D'Arcy Masius Benton & Bowles	570.5	624.8	1,202.6	1,359.8
6	J. Walter Thompson Co.	564.5	473.7	1,604.2	1,387.3
7	BBDO International	450.4	396.5	1,296.1	1,109.7
8	Ted Bates Worldwide	443.8	369.7	785.1	672.7
9	Foote, Cone & Belding	443.6	414.5	1,323.0	1,214.0
10	Dancer Fitzgerald Sample	307.7	280.6	861.9	750.2

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* From 92 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

Berenter Greenhouse & Webster, New York, reported gross income of $3,065,000 in 1985 on billings of $25,301,000. In 1984, it reported gross income of $1,850,000 on billings of $15,201,500.

The agency's 1985 U.S. volume consisted of $21,820,000 in media and $3,481,000 in capitalized fees. Its 1984 U.S. volume consisted of $14,720,000 in media and $481,500 in capitalized fees.

In 1985, the agency gained: Carole Little fragrance; Sparkomatic Corp; Productivity Software.

Billings breakdown: Newspapers 10.9%, magazines 12.1%, radio 4.4%, network tv 17.4%, spot tv 50%, cable tv 1%, outdoor 0.8%, business papers 3.4%.

Top execs: Bill Berenter, chmn, co-creative director; Barrie Webster, president; Martin Greenhouse, exec vp, co-creative director. Vps—Fred Axelrod, Jan Meyer, acct supers; Joan Gugliotta, media director. Employes: 38.

Phone: (212) 308-2000.

Berger Stone & Partners, New York, reported gross income of $2,421,000 in 1985 on billings of $16,140,000. The agency did not report for 1984.

The agency's 1985 U.S. volume was all in media.

In 1985, the agency gained: Chevy Dealers Assn of Central La. and Central Pa.

Billings breakdown: Newspapers 18.5%, magazines 6%, radio 12%, spot tv 60%, cable tv 2%, outdoor 0.5%, transit advertising 0.5%, Yellow Pages 0.5%.

Top execs: Joseph Stone, president; John Yakata, Allen Schwartz, senior vps. Employes: 28.

Phone: (212) 752-6333.

Berk & Co., Boston, reported gross income of $3,200,000 in 1985 on billings of $23,800,000. In 1984, it reported gross income of $4,500,000 on billings of $33,750,000.

The agency's U.S. volume in both years was all in media.

In 1985, the agency gained: Gillette, Eyeworld div; White Hat Computer Systems; TCS Software. It lost: Canada Dry.

Billings breakdown: Newspapers 6%, magazines 2%, radio 33%, spot tv 59%.

Top execs: Kenneth Berk, president. Exec vps—Sheila Shively, gm; Stephan Bassett, director client service. Arlene Jaffe, vp-creative services; Daniel J. Harper, controller. Employes: 35.

Phone: (617) 247-2800.

Bermudez & Associates, Beverly Hills, Cal., reported gross income of $1,733,598 in 1985 on billings of $11,563,099. In 1984, it reported gross income of $1,318,358 on billings of $8,793,448.

In 1985, it reported net income of $166,950, compared with $42,499 in 1984.

The agency's 1985 U.S. volume consisted of $985,708 in media, $25,284 in materials and services and $10,552,107 in capitalized fees. Its 1984 U.S. volume consisted of $1,547,629 in media, $213,031 in materials and services and $7,032,788 in capitalized fees.

Included in the agency's figures were returns from offices in Beverly Hills and New York.

In 1985, the agency gained: Union Fidelity Life Insurance Co.

Billings breakdown: Newspapers 2%, radio 23%, network tv 25%, spot tv 18%, transit advertising 2%, direct mail 10%, catalogs/brochures 10%, direct response tv 10%.

Top execs: Eduardo Bermudez, chmn-ceo; James Golightly, president-coo. Employes: 30 in 2 offices.

Phone: (213) 852-1011. ☑

Bernstein-Rein Advertising, Kansas City, Mo., reported gross income of $5,625,000 in 1985 on billings of $52,911,000. In 1984, it reported gross income of $5,102,000 on billings of $46,325,000.

The agency's 1985 U.S. volume consisted of $45,471,000 in media, $4,513,000 in materials and services and $2,927,000 in capitalized fees. Its 1984 U.S. volume consisted of $38,213,000 in media, $5,064,000 in materials and services and $3,048,000 in capitalized fees.

Included in the agency's figures were returns from its offices in Spokane, Wash., and Portland, Ore.

The agency did not consolidate figures from subsidiaries:

- Las Vegas Electronics, radio
- Reno Electronics, radio

In 1985, the agency gained: Safeway and Food Barn Stores (Kansas City); Rival Manufacturing, small appliance mfgr; H&R Block, tax service; Menorah Medical center; Medical Center of North Hollywood; Swiss Altima, bottled mineral water. It lost: Lucky Stores, automotive div.

Billings breakdown: Newspapers 7%, magazines 5%, radio 12%, spot tv 70%, cable tv 2%, outdoor 3%, business papers 1%.

Top execs: Robert A. Bernstein, president; Irwin D. Rein, exec vp. Employes: 112 in 3 offices.

Phone: (816) 756-0640.

Bertucci Maren Associates, Bristol, Pa., formerly Andrew Bertucci Associates, had estimated gross income of $468,750 in 1985 on billings of $2,959,550. In 1984, it had estimated gross income of $433,750 on billings of $2,762,850.

The agency's 1985 U.S. volume consisted of $275,000 in media, $250,000 in materials and services and $2,434,550 in capitalized fees. Its 1984 U.S. volume consisted of $200,000 in media, $195,000 in materials and services and $2,367,850 in capitalized fees.

Billings breakdown: Newspapers 5%, radio 5%, outdoor 5%, business papers 60%, direct mail 10%, catalogs 15%.

Top execs: Andrew D. Bertucci, president; Nancy Maren, exec vp. Employes: 14.

Phone: (215) 785-1920.

Douglas Bewick Advertising, Springfield, Mass., had estimated gross income of $360,100 in 1985 on billings of $2,400,000. In 1984, it had estimated gross income of $300,000 on billings of $2,000,000.

The agency's 1985 and 1984 U.S. volumes were all in media.

Billings breakdown: Yellow Pages 100%.

Top execs: Douglas Bewick, president. Employes: 11.

Phone: (413) 781-3682.

Biederman & Co., New York, reported gross income of $3,838,500 in 1985 on billings of $29,015,545. The agency, founded in May, 1984, reported gross income of $2,487,000 on billings of $17,967,600 for the eight months in 1984.

The agency's 1985 U.S. volume consisted of $22,075,000 in media, $2,515,000 in materials and services and $4,425,545 in capitalized fees. Its 1984 U.S. volume consisted of $14,715,000 in media, $1,305,000 in materials and services and $1,947,600 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Betacom, production.

In 1985, the agency gained: Tower Air; Winsight Software.

Billings breakdown: Newspapers 10%, magazines 35%, radio 5%, network tv 35%, spot tv 8%, cable tv 3%, outdoor 3%, direct response magazines 1%.

Top execs: Barry Biederman, chmn,

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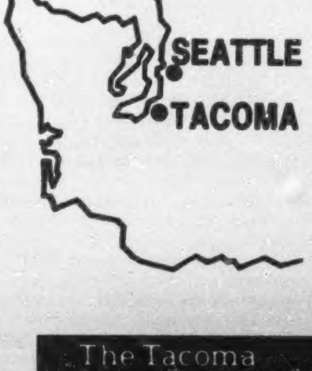

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creative director; John Kelly, coo, director acct mgmt; Howard Benson, exec vp, co-creative director; Monica Shaffer, senior vp, media director. Employes: 40.

Phone: (212) 929-7200.

W.R. Biggs/Gilmore Associates, Kalamazoo, Mich., reported gross income of $5,055,000 in 1985 on billings of $41,147,000. In 1984, it reported gross income of $4,410,000 on billings of $40,276,000.

The agency's 1985 U.S. volume consisted of $5,933,000 in media, $6,957,000 in materials and services and $28,157,000 in capitalized fees. Its 1984 U.S. volume consisted of $5,859,000 in media, $6,863,000 in materials and services and $27,554,000 in capitalized fees.

Included in the agency's figures were returns from offices in Hilton Head Island, Charleston and Columbia, S.C., and Grand Rapids, Marshall and Battle Creek, Mich.

In 1985, the agency gained: Brassler; Hilton Head Island Chamber of Commerce; Delta Group; Garrett Dry Cleaning; Hilton Head Island Hospital; Hudson's Seafood Corp.; Mariner's Inn; Palmetto Dunes; Savannah Electric & Power; Savings Bank of Beaufort; D&W Foods; West Michigan Public TV; Asten-Hill; Massey Coal Terminal; Inter Tech Group.

Billings breakdown: Newspapers 3%, magazines 38%, supplements 1%, radio 4%, network tv 2%, business papers 40%, farm publications 6%, direct mail 1%, other 5%.

Top execs: William R. Biggs, president; Ron Davis, exec vp. Senior vps—David Hunt; Peter Horst, director creative services. Don DeGroot, secretary, treasurer. Vps—Jeff White, business devel; Harold Bennett. Jim Stomme, pr director. Employes: 106 in 7 offices.

Phone: (616) 349-7711.

Black Gillock & Langberg, Houston, had estimated gross income of $1,986,000 in 1985 on billings of $14,500,000. In 1984, it reported gross income of $1,863,000 on billings of $13,600,000. The agency did not break out U.S. volume.

The agency opened a Dallas office in January, 1986.

In 1985, the agency gained: Steak & Ale, natl promo; Russo Co., Savings & Loan; Texas Children's Hospital; St, Luke's Episcopal Hospital Recruitment; Signa Healthplan of Texas Collateral; Houston Intl Teleport; Tune Up Plus; Liberty Bank; Wetcher Wellness.

Billings breakdown: Newspapers 25%, radio 18%, spot tv 26%, outdoor 28%, business papers 3%.

Top execs: William Scott Black, president. Exec vps—Les Langberg, director mktg; Cliff Gillock, creative director. Vps—Dana Worley, controller; Pat Bruney, media director. Employes: 41 in 2 offices.

Phone: (713) 781-6666.

Black & Musen, Long Meadow, Mass., reported gross income of $253,000 in 1985 on billings of $1,474,000. In 1984, it reported gross income of $255,000 on billings of $1,433,000.

The agency's 1985 U.S. volume consisted of $600,000 in media, $160,000 in materials and services and $714,000 in capitalized fees. Its 1984 U.S. volume consisted of $759,000 in media, $147,000 in materials and services and $527,000 in capitalized fees.

In 1985, the agency gained: Morilla, paper converter and distributor; Pratt & Austin, stationery items; Direct Mktg Mgmt. It lost: Spartan Saw Works; Totsy Mfg Co.

Billings breakdown: Newspapers 5%, magazines 25%, radio 5%, spot tv 15%, business papers 25%, direct mail 10%, catalogs 15%.

Top execs: Arthur Musen, president; Merle Black, treasurer. Employes: 6.

Phone: (413) 567-0361.

Blair/BBDO, Rochester, N.Y., a BBDO subsidiary, reported gross income of $3,277,349 in 1985 on billings of $21,848,993. In 1984, it reported gross income of $2,850,795 on billings of $19,005,300.

The agency's 1985 U.S. volume consisted of $6,186,629 in media, $3,984,041 in materials and services and $11,678,323 in capitalized fees. Its 1984 U.S. volume consisted of $5,880,259 in media, $3,762,936 in materials and services and $9,362,105 in capitalized fees.

Included in BLAIR/BBDO's figures were returns from its office in Pittsburgh.

In 1985, the agency gained: Marine Midland Bank; Rochester Philharmonic Orchestra; Milton Roy, optical instruments; United Way of Rochester; Blue Cross & Blue Shield of the Rochester area. It lost: Computer Consoles.

Billings breakdown: Newspapers 11%, magazines 15%, radio 25%, spot tv 35%, cable tv 3%; outdoor 1%, business papers 6%, farm publications 1%, transit advertising 0.5%, Yellow Pages 0.5%; direct mail 1%, other 1%.

Top execs: John F. Krausbaar, president. Senior vps—H. Mat Adams, mgmt super; Jack Matott, exec creative director. Employes: 47 in 2 offices.

Phone: (716) 473-0440. ☑

Blanchard & Associates, Minneapolis, had estimated gross income of $312,000 in 1985 on billings of $2,069,297. In 1984, it had estimated gross income of $280,000 on billings of $1,821,348.

The agency's 1985 U.S. volume consisted of $699,910 in media, $269,244 in materials and services and $1,100,143 in capitalized fees. Its 1984 U.S. volume consisted of $847,531 in media, $263,382 in materials and services and $710,435 in capitalized fees.

In 1985, the agency gained: Anderson Fabrics.

Billings breakdown: Newspapers 5%, magazines 85%, business papers 10%.

Top exec: Ike Austin, president. Employes: 5.

Phone: (612) 332-1557.

Barry Blau & Partners, Fairfield, Conn., reported gross income of $6,365,600 in 1985 on billings of $44,450,958. In 1984, it reported gross income of $5,655,092 on billings of $30,840,305.

The agency's 1985 U.S. volume consisted of $1,351,197 in media, $17,475,622 in materials and services and $25,624,139 in capitalized fees. Its 1984 U.S. volume consisted of $1,307,385 in media, $13,413,585 in materials and services and $16,119,335 in capitalized fees.

Top 10 agencies in business paper billings*

Rank	Agency	Bus. paper billings 1985	Bus. paper billings 1984	U.S. billings 1985	U.S. billings 1984
1	BBDO International	$70.4	$60.8	$1,296.1	$1,109.7
2	HCM	55.1	55.7	165.4	204.0
3	Fahlgren & Swink	25.0	22.9	86.1	84.6
4	Ketchum Communications	24.9	29.7	377.5	354.1
5	N W Ayer	23.5	27.4	652.0	652.5
6	Dancer Fitzgerald Sample	22.4	9.0	861.9	750.2
7	Ogilvy Group	20.5	19.8	1,694.5	1,497.9
8	Lewis, Gilman & Kynett	18.4	23.1	108.0	110.2
9	Cole & Weber	16.6	12.6	110.5	96.9
10	Campbell-Mithun	13.3	12.0	331.8	300.3

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* From 82 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

Included in the agency's figures were returns from offices in New York, Chicago and San Francisco.

The agency did not consolidate subsidiary:

- IOCC, mail order services.

In 1985, the agency gained: Value Line Investment Survey. It lost: Times Mirror Magazines.

Billings breakdown: Newspapers 2%, magazines 2%, supplements 2%, radio 2%, spot tv 4%, cable tv 4%, direct mail 84%.

Top execs: Barry Blau, president; Dennis Eastham, Ronald Friedman, exec vps; J. Donald Gartland III, Mark Goroff, Carla Meisner, senior vps. Employes: 87 in 4 offices.

Phone: (203) 254-3700. ☑

James Bloom Agency, Great Neck, N.Y., had estimated gross income of $180,000 in 1985 on billings of $1,200,000. In 1984, it had estimated gross income of $143,000 on billings of $950,000.

In 1985, the agency gained: Preload Co., prestressed concrete water tanks; Sailtech Corp; American Piping Products; Flagship Yacht Corp. It lost: Forest Bay Construction Co.; Ideal Engraving.

In 1985, the agency gained overseas: Femilet, intimate apparel (Denmark).

Billings breakdown: Newspapers 10%, medical journals 5%, business papers 45%, catalogs 40%.

Top execs: James M. Bloom. president-chmn; Douglas A. Graham, vp; A. Rosenthal, art director; S. Wilms, production mgr. Employes: 7.

Phone: (516) 482-4660.

Advertising, Boelter & Lincoln, Madison, Wis., reported gross income of $1,136,861 in 1985 on billings of $7,582,863. In 1984, it reported gross income of $1,038,621 on billings of $6,927,602.

Included in the agency's figures were returns from subsidiary:

- Boelter & Lincoln Public Relations.

The agency also consolidated its office in Milwaukee in its report.

In 1985, the agency gained: Packaging Products Corp; Kinot Building Centers; Sun Warehouse Foods; St. Francis Medical Center; St. Mary's Hospital Medical Center; Hospital Sisters Health Plan; Intl Transport. It lost: Rocky Rococo Corp.

Billings breakdown: Newspapers 18%, magazines 10%, radio 13%, spot tv 25%, cable tv 3%, outdoor 2%, business papers 7%, transit advertising 2%, point of sale 2%, direct mail 5%, pr 13%.

Top execs: President—John Lincoln, AB&L (Milwaukee); Robert Boelter, AB&L (Madison). Employes: 35 in 2 offices.

Phone: (608) 251-3381.

Borders, Perrin & Norrander, Portland, Ore., reported gross income of $2,920,000 in 1985 on billings of $19,471,000. In 1984, it reported gross income of $2,263,814 on billings of $16,230,000.

In 1985, it reported net income of $225,000, compared with $158,702 in 1984.

The agency's 1985 U.S. volume consisted of $6,500,000 in media, $5,300,500 in materials and services and $7,670,500 in capitalized fees. Its 1984 U.S. volume consisted of $5,307,000 in media, $4,053,000 in materials and services and $6,870,000 in capitalized fees.

Included in the agency's figures were returns from its office in Portland, Ore.

The agency did not consolidate subsidiary:

- A Bunch of Characters, typographers.

In 1985, the agency gained: Waterbed Warehouse/Mart; Mannesmann Tally; Smoke Craft; Sylvan Learning Centers; American Network; KKSN/KKLI; Eds West; King County Medical/Blue Shield; Liberty Orchards; Paccar Leasing; Shurgard Capital. It lost: Omark Sporting Equipment; Waterbed Warehouse; Sylvan Learning Centers; Metheus; Shakeys (Seattle co-op).

Billings breakdown: Newspapers 12.73%, magazines 34.70%, radio 14.44%, spot tv 6.53%, outdoor 3.34%, transit advertising 0.39%, point of sale 26.59%, Yellow Pages 0.15%, research 1.13%.

Top execs: Wesley Perrin, chmn; William Borders, president; Mark Norrander, vice-chmn; Peter Hatt, exec vp. Employes: 63 in 2 offices.

Phone: (503) 227-2506. ☑

Earle Bower Associates, New York, reported gross income of $546,080 in 1985 on billings of $3,676,637. In 1984, it reported gross income of $441,686 on billings of $3,071,048.

In 1985, it had net income of $62,090, compared with $53,158 in 1984.

The agency's 1985 U.S. volume consisted of $1,638,082 in media, $590,832 in materials and services and $1,447,723 in capitalized fees. Its 1984 U.S. volume consisted of $1,543,455 in media, $408,620 in materials and services and $1,118,973 in capitalized fees.

Billings breakdown: Newspapers 10%, magazines 20%, radio 5%, spot tv 10%, cable tv 20%, outdoor 2.5%, business papers 10%, transit advertising 2.5%, direct response tv 15%, direct response magazines 5%.

Top execs: Earle Bower, president. Vps—John Baroody, media, mktg; John Nordland, art director; Sheila Simon, copy director. Employes: 10.

Phone: (212) 682-3920. ☑

Bowes/Hanlon Advertising, Atlanta, reported gross income of $3,533,834 in 1985 on billings of $23,689,108. In 1984, it reported gross income of $2,145,226 on billings of $14,489,072.

The agency's 1985 U.S. volume consisted of $5,329,746 in media, $5,712,016 in materials and services and $12,647,346 in capitalized fees. Its 1984 U.S. volume consisted of $2,990,787 in media, $2,780,295 in materials and services and $8,717,990 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Bowes/Hanlon/Yarbrough, pr
- Strategic Research.

In 1985, the agency gained: Gold Kist; Cotton State Insurance; Wolf Camera; Cob Foods (Atlanta); Fuddruckers (Southeast). It lost: Marriott Marquis Hotel; Big Apple Food Warehouse; First Natl Network.

Billings breakdown: Newspapers 15%, magazines 15%, medical journals 5%, radio 15%, spot tv 25%, business papers 10%, point of sale 5%, Yellow Pages 3%, direct mail 7%.

Top execs: Kenneth E. Bowes, president; George R. Hanlon, exec vp. Senior vps—Joel Babbit; Norman Grey, creative director. Employes: 60.

Phone: (404) 261-1900. ☑

Bradley, Dimmock & Hungerford, New York, reported gross income of $1,037,218 in 1985 on billings of $7,202,903. In 1984, it reported gross income of $814,612 on billings of $5,660,288.

In 1985, it had net income of $125,450, compared with $102,828 in 1984.

The agency's 1985 U.S. volume consisted of $2,211,142 in media, $1,412,639 in materials and services and $3,579,122 in capitalized fees. Its 1984 U.S. volume consisted of $1,055,421 in media, $1,247,856 in materials and services and $3,357,011 in capitalized fees.

In 1985, the agency gained: Excalibur, Tenax hair styling and finishing prods; Pantone, pantone color selecting and specifying prods; *Home* magazine.

Billings breakdown: Newspapers 25%, magazines 50%, supplements 5%, radio 5%, spot tv 10%, direct mail 5%.

Top execs: Samuel P. Bradley, chmn, creative director; Allan P. Faecher, president, director acct services. Senior vps—Thomas B. VanSteenbergh, art director; David R. Williams, media director. Employes: 7.

Phone: (212) 697-6780. ☑

Brady Co., Menomonee Falls, Wis., reported gross income of $2,279,582, of which $97,580 was non-U.S. contributions, in 1985 on billings of $16,724,673. In 1984, it reported gross income of $1,918,593 on billings of $13,453,696.

The agency's 1985 U.S. volume consisted of $2,941,226 in media, $3,064,294 in materials and services and $10,071,026 in capitalized fees. Its 1984 U.S. volume consisted of $3,007,226 in media, $2,677,294 in materials and services and $7,769,176 in capitalized fees.

In 1985, the agency gained: American Academy of Pediatrics; Chemsyn Science Laboratories; Criticare Systems. It lost: Marquette Electronics.

Billings breakdown: Newspapers 2%, magazines 12%, medical journals 51%, radio 1%, farm publications 28%, point of sale 1%, direct mail 5%.

Top exec: Karl F. Ohm, president. Employes: 53 in 3 offices.

Phone: (414) 255-0100. ☑

Brashe Advertising, Jericho, N.Y., had estimated gross income of $657,000 in 1985 on billings of $4,371,585. In 1984, it had estimated gross income of $526,000 on billings of $3,503,175.

The agency's 1985 U.S. volume consisted of $1,986,055 in media, $61,081 in materials and services and $2,324,449 in capitalized fees. Its 1984 U.S. volume consisted of $1,446,009 in media, $36,090 in materials and services and $2,021,076 in capitalized fees.

In 1985, the agency gained: Nassau Community College; Accountants on Call of Jericho; Continuity Concepts.

Billings breakdown: Newspapers 69%, magazines 12%, radio 11%, cable tv 3%, business papers 1%, point of sale 2%, direct mail 2%.

Top execs: Harvey Cherkis, president; John Collins, vp. Employes: 8.

Phone: (516) 935-5544. ☑

Brewster Advertising, Cambridge, Mass., reported gross income of $284,000 in 1985 on billings of $1,895,000. The agency did not provide figures for 1984.

The agency's 1985 U.S. volume consisted of $516,000 in media, $305,000 in materials and services and $1,074,000 in capitalized fees.

In 1985, the agency gained: Comrex Corp, broadcast equipment; Merriman Yacht Systems.

Billings breakdown: Newspapers 2%, magazines 73%, business papers 25%.

Top execs: Donald R. Brewster, president; Marjorie W. Rines, exec vp. Employes: 5.

Phone: (617) 661-8318.

Brigham/Scully, Los Angeles, had estimated gross income of $265,786 in 1985 on billings of $2,108,969. In 1984, it had estimated gross income of $262,171 on billings of $1,689,023.

The agency's 1985 U.S. volume consisted of $943,262 in media, $314,355 in materials and services and $851,352 in capitalized fees. Its 1984 U.S. volume consisted of $962,802 in media, $333,852 in materials and services and $392,369 in capitalized fees.

In 1985, the agency gained: Epic Data Corp. It lost: Jatra Intl, Maxima Fishing Line.

Billings breakdown: Newspapers 21%, magazines 43%, point of sale 1%, direct mail 8%, catalogs 23%, direct response magazines 4%.

Top exec: Thomas G. Brigham, president. Employes: 8.

Phone: (213) 550-7145. ☑

Brower, Etheredge & Schaub, Los Gatos, Cal., reported gross income of $631,000 in 1985 on billings of $9,640,569. In 1985, it reported net income of $45,000. The agency did not provide figures for 1984.

The agency's 1985 U.S. volume consisted of $1,386,205 in media, $767,329 in materials and services and $7,497,035 in capitalized fees.

Top 10 agencies in direct response billings*

Rank	Agency	Dir. resp. billings 1985	Dir. resp. billings 1984	U.S. billings 1985	U.S. billings 1984
1	Ogilvy Group	$299.1	$221.9	$1,694.5	$1,497.9
2	Wunderman, Ricotta & Kline	175.4	143.7	175.7	149.7
3	Young & Rubicam	121.3	36.6	1,656.4	1,632.3
4	Direct Marketing Group	101.6	82.1	101.6	82.1
5	Telephone Marketing Programs	99.7	80.0	99.7	80.0
6	Stone & Adler	92.9	72.7	96.8	72.7
7	Foote, Cone & Belding	88.7	50.3	1,323.0	1,214.0
8	Kobs & Brady Advertising	70.3	20.8	70.3	52.0
9	Ketchum Communications	65.7	50.3	377.5	354.1
10	Direct Marketing Agency	60.2	49.0	63.4	49.5

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* Direct response includes Yellow Pages, direct mail, catalogs, direct response tv, direct response radio, direct response newspaper, direct response magazine, telemarketing and free-standing inserts. Data taken from 92 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

In 1985, the agency gained: Verilink telecommunications equipment; Etak, Etak Vehicle navigation systems; Deka, business telephone equipment. It lost: Dynatech, power protection equipment for microcomputers.

Billings breakdown: Newspapers 4%, magazines 74%, radio 2%, spot tv 3%, outdoor 1%, business papers 2%, transit advertising 1%, point of sale 7%, direct mail 6%.

Top exec: Ernest Brower, president. Employes: 13.

Phone: (408) 354-0536. ☑

John Brown & Partners, Seattle, reported gross income of $1,352,696 in 1985 on billings of $11,519,019. In 1984, it reported gross income of $1,564,217 on billings of $12,398,223.

The agency's 1985 U.S. volume consisted of $7,662,437 in media, $1,482,616 in materials and services and $2,373,966 in capitalized fees. Its 1984 U.S. volume consisted of $8,609,879 in media, $1,428,351 in materials and services and $2,359,995 in capitalized fees.

In 1985, the agency gained: Precor, home exercise equipment; Hill Haven, special care unit; KQ 96 radio. It lost: John Spellman for Governor; John Miller for Congress; Ken Eikenberry for Attorney General.

Billings breakdown: Newspapers 8%, magazines 9%, radio 30%, spot tv 50%, cable tv 1%, outdoor 0.5%, transit advertising 0.5%, Yellow Pages 1%.

Top exec: John Brown, president. Employes: 20.

Phone: (206) 622-9306.

Broyles, Allebaugh & Davis, Englewood, Colo., reported gross income of $3,182,041, in 1985 on billings of $21,218,700. In 1984, it reported gross income of $2,757,232 on billings of $18,191,500.

The agency's 1985 U.S. volume consisted of $10,585,300 in media, $1,361,300 in materials and services and $9,272,100 in capitalized fees. Its 1984 U.S. volume consisted of $5,852,700 in media, $1,486,500 in materials and services and $10,852,300 in capitalized fees.

In 1985, the agency gained: Denver Chamber of Commerce, new business and economic devel; Peak Health Care; Hyatt-Regency (Denver); Mr. Steak Intl; Life Products; Valleylab; Provident Federal Savings & Loan Assn. It lost: Honeywell Digital Product Center; C.A. Norgren Co.; Granville-Phillips Corp.

Billings breakdown: Newspapers 14%, magazines 33%, radio 6%, network tv 34%, spot tv 8%, cable tv 3%, outdoor 1%, farm publications 1%.

Top execs: George H. Eakins, president; Kent L. Eggleston, mng art director; Lewis C. Cady, copy director; James D. McCoy, rsch, media director; David K. Wham, acct service director. Employes: 43.

Phone: (303) 770-2000. ☑

Buckheim & Rowland, Ann Arbor, Mich., had estimated gross income of $1,800,000 in 1985 on billings of $12,000,000. In 1984, it had estimated gross income of $1,650,000 on billings of $11,000,000.

Billings volume was not broken out for either year.

In 1985, the agency gained: Abitibi-Price Co., building prods div; Chelsea Corp; Executive Technology Data Systems; Metropolitan Detroit Convention & Visitors Bureau; National Center for Health Promotion; Nematron Corp; Pit Stop Quick Oil Change; Renaissance Center Venture; Westin Hotel (Detroit). It lost: Irwin Magnetics.

Billings breakdown: Newspapers 4%, magazines 14%, radio and tv 3%, outdoor 1%, business papers 31%, direct mail 2%, collateral 25%, other 20%.

Top execs: Richard H. Rowland, chmn; Harvey A. Bailey, president, creative director; Richard A. Buckhein, director, acct super; Melvin L. Medrich, vp-assoc creative director; Richard W. Ferguson, exec vp, gm; E. Margaret Eich, secretary, treasurer. Vps—Mark T. Paris; Richard B. Williams, acct super. Fran Waybridge, acct super. Employes: 30.

Phone: (313) 769-6771.

Bulloch & Haggart Advertising, Colorado Springs, Colo., reported gross income of $373,412 in 1985 on billings of $2,503,103. In 1984, it reported gross income of $244,566 on billings of $1,625,008.

In 1985, it reported net income of $68,571, compared with $33,480 in 1984.

The agency's 1985 U.S. volume consisted of $765,358 in media, $269,352 in materials and services and $1,468,393 in capitalized fees. Its 1984 U.S. volume consisted of $477,167 in media, $197,086 in materials and services and $950,755 in capitalized fees.

In 1985, the agency gained: Joy Manufacturing; Dresser Industries, Electra Motors div; City of Colorado Springs, job training for disadvantaged youths; Hardee's (Colorado Springs, Pueblo); Irathan Systems; Windtree Apartments. It lost: Summitt Medical Systems; Robertson Co.; Amar Inc.

Billings breakdown: Newspapers 34%, magazines 21%, radio 16%, spot tv 27%, outdoor 2%.

Top execs: Stephen R. Haggart, president. Vps—Thomas O. Bulloch; Frank S. Merecicky, client services. Employes: 11.

Phone: (303) 635-7576. ☑

Buntin Advertising, Nashville, reported gross income of $3,511,675 in 1985 on billings of $23,208,958. In 1984, it reported gross income of $2,873,388 on billings of $18,560,000.

Included in the agency's figures were returns from subsidiary:

- Buntin Public Relations.

In 1985, the agency gained: Koala Drug & Alcohol Abuse Centers; Outlets Limited; MacGregor Golf Club Co.; American Healthcare Corp; Booth Investments; HealthMaster, HMO; Tennessee Repertory Theatre. It lost: Endata; Gibson Guitar.

Billings breakdown: Newspapers 6.6%, magazines 12%, radio 10%, spot tv 40%, business papers 4%, production 24.8%, pr 0.6%, retainers 1.2%, other, 0.8%.

Top execs: Jeffrey W. Buntin, president, creative director. Senior vps—John Sharpe, client services; Steve Dennison, mgmt super; Bill Stejskal, mktg director; Jack Pentzer, director operations. Vps—Hank McBride, Hack Ross, acct group heads; David Capelato, acct super; Mary Linda Draper, media director; Bill Holley, creative group head; J. Michael Marion, S. Amjad Habib, assoc creative directors; Anne Birke, production, radio and tv director; Martha Du Bose, copy director; Rex Hammock, gm-pr; Tayve Haley, billings director. Ron Harr, director client services, pr; Faye Fleming, assoc media director; Bob Redden, creative group head; Cindy McBride, operations mgr; Malinda Philpot, print production mgr; Stacy Reiss, broadcast traffic mgr; Lucinda T. Trabue, acct super, pr. Employes: 72.

Phone: (615) 244-5720.

David K. Burnap Advertising, Dayton, Ohio, reported gross income of $1,992,461 in 1985 on billings of $13,729,584. In 1984, it reported gross income of $1,849,529 on billings of $12,028,521.

The agency's 1985 U.S. volume consisted of $10,267,472 in media and $3,462,112 in materials and services. Its 1984 U.S. volume consisted of $9,410,210 in media and $2,618,311 in materials and services.

In 1985, the agency gained: Ferno Washington; NCR Corp; Jiffy Lube Corp; Dresser Industries, LeROI; Litton Industries, poly-scientific div. It lost: Wright-Bernet; Tipton Group.

Billings breakdown: Newspapers 15%, magazines 35%, radio 5%, network tv 20%, Yellow Pages 5%, direct mail 20%.

Top execs: David K. Burnap, president; H. Edward Waller, exec vp. Employes: 28.

Phone: (513) 439-4800. ☑

Burns Group, Minneapolis, reported gross income of $1,109,050 in 1985 on billings of $7,324,129. In 1984, it reported gross income of $1,043,067 on billings of $6,921,791.

In 1985, it reported a net loss of $5,142, compared with a net gain of $44,597 in 1984.

The agency's 1985 U.S. volume consisted of $961,040 in media, $651,521 in materials and services and $5,711,568 in capitalized fees. Its 1984 U.S. volume consisted of $653,333 in media, $314,688 in materials and services and $5,953,770 in capitalized fees.

In 1985, the agency gained: Honeywell Commerical Avionics div; Honeywell Visitronic; Honeywell Communication Services; Molecular Genetics; Paperworx; Yukon Energy; Hotel Sofitel (Chicago, Miami); Voucher Corp; Roche-Bobois; Lanvesco; A.P. Minnetonka. It lost: Cedrics; Yukon Energy; Quality Homes; Contemporary Designs; Tant-Pour-Tant Restaurant.

Billings breakdown: Newspapers 20%, magazines 57%, radio 13%, outdoor 10%.

Top execs: Neal M. Burns, president-ceo; Lee C. Garrick, Phyllis S. Burns, vps. Employes: 22.

Phone: (612) 546-4494.

Burrell Advertising, Chicago, reported gross income of $7,890,800 in 1985 on billings of $52,605,000. In 1984, it reported gross income of $6,453,500 on billings of $43,023,000.

The agency's 1985 U.S. volume consisted of $15,905,800 in media, $3,497,600 in materials and services and $33,201,600 in capitalized fees. Its 1984 U.S. volume consisted of $7,917,000 in media, $2,800,000 in materials and services and $32,306,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Burrell Public Relations

The agency also consolidated its office in Atlanta in its figures.

In 1985, the agency gained: Beatrice U.S.; Johnson Publishing Co. It lost: Columbia Pictures.

Billings breakdown: Newspapers 5%, magazines 15%, radio 12%, network tv 38%, spot tv 25%, outdoor 5%.

Top execs: Thomas Burrell, president-ceo. Senior vps—Barbara Burrell, corp devel; Sarah Burroughs, gm (Chicago); William Sharp, gm (Atlanta); Eugene Morris, mgmt super; Charles Wimbley, director client services. Employes: 118 in 2 offices.

Phone: (312) 266-4600.

Burton-Campbell, Atlanta, reported gross income of $7,864,821 in 1985 on billings of $57,343,703. In 1984, it reported gross income of $6,916,542 on billings of $46,975,502.

The agency's 1985 U.S. volume consisted of $39,600,908 in media, $6,024,519 in materials and services and $11,718,276 in capitalized fees. Its 1984 U.S. volume consisted of $24,431,475 in media, $5,752,829 in materials and services and $16,791,198 in capitalized fees.

Included in the agency's figures were returns from its offices in Miami and Charlotte, N.C.

In 1985, the agency gained: Ryder Truck Rental; Trammell Crow, real estate devel; Tupperware Home Parties. It lost: Grolsch Importers; Mgmt Science America; Hercules, fibers div; Technichon Data Systems Corp.

Billings breakdown: Newspapers 20%, magazines, medical journals and supplements 21%, radio 7%, network, spot and cable tv 50%, outdoor 2%.

Top execs: Ron Scharbo, president-chmn; Gabe Massimi, vice chmn-creative director; Jane Bedford, exec vp-coo. Senior vps—Ed Martin, Alan Burks, Dick Morse, acct group directors; Lauren Genkinger, director strategic planning, rsch; Michael Reineck, cfo; Sarah Cotton, creative mgr; Alan Campbell, mng director (Miami). Employes: 137 in 3 offices.

Phone: (404) 881-8585. ☑

Busse & Cummins, San Francisco, reported gross income of $2,862,000 for fiscal 1985 ended in June, 1985, on billings of $19,328,000. It had estimated gross income of $2,221,000 on estimated billings of $15,000,000 for the prior year.

In 1985, it reported net income of $426,000.

The agency's 1985 U.S. volume consisted of $15,023,000 in media, $2,549,000 in materials and services and $1,756,000 in capitalized fees. Its 1984 estimated U.S. volume consisted of $11,659,000 in media, $1,978,000 in materials and services and $1,363,000 in capitalized fees.

In 1985, the agency gained: Farr West prods; DesignWare, computer software; Dry Pea and Lentil Commission; University of San Francisco, undergraduate recruitment; San Francisco Hilton & Tower; Kennall Farms, Creme Fraiche. It lost: San Francisco Opera Assn; Parrot & Co., Wente and Louis Martini wines.

Billings breakdown: Newspapers 15%, magazines 34%, radio 20%, spot

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tv 29%, business papers 2%.

Top execs: Walter G. Busse Jr., president; Bernard J. Cummins Jr., exec vp; Todd Norgaard, Frederick Edwards, vps. Employes: 28.

Phone: (415) 957-0300. ☑

Lawrence Butner Advertising, New York, reported gross income of $3,015,750 in 1985 on billings of $20,115,000. In 1984, it reported gross income of $2,279,875 on billings of $15,200,000.

In 1985, it reported net income of $275,000, compared with $195,000 in 1984.

The agency's 1985 U.S. volume consisted of $17,013,900 in media, $900,000 in materials and services and $2,201,100 in capitalized fees. Its 1984 U.S. volume consisted of $12,782,500 in media, $750,000 in materials and services and $1,667,500 in capitalized fees.

Billings breakdown: Newspapers 4%, business papers 1%, transit advertising 1%, point of sale 1%, direct mail 1%, direct response tv 38%, direct response radio 13%, direct response magazines 1%, telemarketing 5%, direct response cable tv 35%.

Top execs: Lawrence Butner, president; Eleanor Butner, exec vp; Nevil Cross, Pam Weinberg, vps. Employes: 30.

Phone: (212) 682-3200. ☑

Harold Cabot & Co., Boston, reported gross income of $8,840,328 in 1985 on billings of $62,299,979. In 1984, it reported gross income of $9,241,000 on billings of $60,152,692. In 1985, it reported a net income of $1,626,364.

The agency's 1985 U.S. volume consisted of $45,248,514 in media, $6,468,476 in materials and services and $10,582,989 in capitalized fees. Its 1984 U.S. volume consisted of $42,919,478 in media, $8,258,449 in materials and services and $8,974,765 in capitalized fees.

Loss of the $7 million NYNEX business—Yellow Page accounts for New England and New York Bell—hurt both financially (it contributed to a drop of 4.3% in gross income) and psychologically because the agency had serviced New England Bell for 38 years.

The depression along "hi-tech" Route 128 also took its toll. However, that route is in revival this year and Cabot's computer activity to date is helping elevate income 12% over 1985. The agency's pr and direct marketing divisions also are picking up steam.

Included in the agency's figures were returns from subsidiaries:
- Cabot Public Relations
- Cabot Research
- Ten High Type
- Photo Stat House
- Cabot Direct Advertising
- Cabot Design Group

In 1985, the agency gained: Cash Network; Prophecy Software; Rock of Ages; World Trade Center (Boston); Polaroid Professional Optical Division. It lost: Medi-Mart; NYNEX.

Top execs: James I. Summers, president-ceo; William H. Monaghan, exec vp; Robert P. Linderman, Dale Costo, Courtney Crandell, Edmund Fitzmaurice, senior vps; Charles Kiefer, treasurer. Employes: 107.

Phone: (617) 242-6200.

Cabscott Broadcast Production, Lindenwold, N.J., had estimated gross income of $250,000 in 1985 on billings of $1,700,000. In 1984, it had estimated gross income of $150,000 on billings of $1,000,000.

The agency's 1985 U.S. volume consisted of $1,200,000 in media and $500,000 in materials and services. Its 1984 U.S. volume consisted of $750,000 in media and $250,000 in materials and services.

In 1985, the agency gained: Boing Vertol; ICI Americas; Intl Labs.

Billings breakdown: Magazines 25%, radio 15%, network tv 10%, spot tv 45%, direct response tv 5%.

Top execs: Larry Scott, president; Elaine P. Goldstein, vp. Employes: 12.

Phone: (609) 346-3400.

Calet, Hirsch & Spector, New York, reported gross income of $8,000,000 in 1985 on billings of $64,000,000, the same as in 1984.

The agency's 1985 U.S. volume consisted of $53,000,000 in media, $7,000,000 in materials and services and $4,000,000 in capitalized fees. Its 1984 U.S. volume consisted of $52,000,000 in media, $8,000,000 in materials and services and $4,000,000 in capitalized fees.

The agency consolidated returns from its office in Clearwater, Fla.

In 1985, the agency gained: Gallery of Homes; Empire of America Relocation Service; McNulty Banking Co. It lost: Konica USA.

Billings breakdown: Newspapers 5%, magazines 24%, radio 9%, network tv 5%, spot tv 42%, cable tv 2%, outdoor 9%, business papers 1%, transit advertising 1%, point of sale 1%, Yellow Pages 1%.

Top execs: Larry Spector, president-ceo; Neil Calet, Peter Hirsch, co-chmns, exec creative directors. Exec vps—Colin Probert, director acct services; Robert Petizon, director media programing; Martin Lipsitt, Ken Majka, creative directors. Senior vps—Frank DiSalvo, director broadcast production; Sandy Goebel, mgmt super; Lester Goldstein, genl operations mgr; Richard Maddock, Elizabeth Pavelle, mgmt supers. Harriet Bloch, director rsch; Len Deadman, president (Southeast office); Gene Camoosa, exec vp (Southeast office). Employes: 93 in 2 offices.

Phone: (212) 777-0666.

Calvillo, Shevack & Partners, New York, the merged party of LCF&S and Nadler & Larimer, two Mickelberry Corp. companies, reported gross income of $6,886,000 in 1985 on billings of $52,000,000. It did not report for 1984.

The agency's 1985 U.S. volume consisted of $37,000,000 in media, $7,000,000 in materials and services and $8,000,000 in capitalized fees.

Both Arch Nadler and Robert Larimer, founders, retired with the merger. LCF&S had spun off from another Mickelberry company, Laurence, Charles & Free, in 1983, taking with it the Adidas sports shoes business.

In 1985, the agency gained: Alno Kitchens; Equitable Life Assurance Society, pension operations div; Firestone Building Products Co.; Goldline Laboratories; Tissot S.A., watches; Uniden Corp of America, satellite products; Sanyo Business Systems.

Top 9 agencies in farm publication billings*

Rank	Agency	Farm pub. billings 1985	Farm pub. billings 1984	U.S. billings 1985	U.S. billings 1984
1	Doyle Dane Bernbach Group	$24.7	$23.9	$1,099.4	$981.7
2	J. Walter Thompson Co.	21.6	15.9	1,604.2	1,387.3
3	Creswell, Munsell, Fultz & Zirbel	16.2	15.4	67.5	59.3
4	Young & Rubicam	11.4	15.1	1,656.4	1,632.3
5	Dancer Fitzgerald Sample	8.6	9.8	861.9	750.2
6	Geer, DuBois	5.3	NA	105.0	90.0
7	Meldrum & Fewsmith	4.5	4.5	69.0	60.5
8	Al Paul Lefton Co.	3.2	3.1	64.0	61.4
9	Allen & Dorward	2.0	1.6	65.9	52.6

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* From 92 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

It lost: CBS Publications, *Woman's Day*; Conde Nast, *Self*; Faberge Organics Shampoo.

Billings breakdown: Newspapers 15.4%, magazines 22%, radio 17.3%, network tv 2%, spot tv 34%, cable tv 0.5%, outdoor 3.8%, business papers 3.3%, point of sale 0.2%, direct mail 1%, catalogs 0.5%.

Top execs: Ricardo C. Calvillo, chmn-ceo; Brett Shevack, president-chief creative officer. Exec vps—Burton Blum, creative director; Eva Maria Schmatz, director mktg; David R. Altman; Robert David; Anthony J. Keane; William Lyons; Melvin D. Weiss. Harron K. Appleman, Bruce Bromley, Hal Kurnit, Geoffrey Landis, Vernon Mosheim, Mervin Shipenberg, Manas Sternschein, Freda Wein, senior vps. Employes: 75.

Phone: (212) 245-7300.

Caravetta Allen Kimbrough/BBDO, Miami, a subsidiary of BBDO International, had estimated gross income of $1,324,000 in 1985 on billings of $8,541,175. In 1984, it had estimated gross income of $1,200,000 on billings of $8,000,000.

The agency's 1985 U.S. volume consisted of $5,613,172 in media, $2,727,903 in materials and services and $200,100 in capitalized fees. Its 1984 U.S. volume consisted of $5,000,000 in media and $3,000,000 in materials and services.

In 1985, the agency gained: Commonwealth Brewery; Flagler Greyhound Track; Hoffman Group of Fla.; West Palm Beach *Post Times*; Bloc Devel Corp. It lost: Castle Distributors.

Billings breakdown: Newspapers 37%, magazines 14%, radio 35%, spot tv 10%, outdoor 4%.

Top execs: Fred Caravetta, chmn; Nina Cohen, president. Senior vps—Richard Flury, finance, admin; Lane Atkins, Ray Allen, co-creative directors; Rod Carlson, acct services. Employes: 25.

Phone: (305) 594-1896. ☑

Caraway Kemp Communications, Jacksonville, Fla., had estimated gross income of $4,300,000 in 1985 on billings of $28,600,000. In 1984, it had estimated gross income of $3,150,000 on billings of $21,000,000.

Included in the agency's figures were returns from its offices in Tampa, Atlanta and West Palm Beach.

Billings breakdown: Newspapers 16%, magazines 15%, radio 20%, spot tv 28%, other 21%.

Top execs: William D. Kemp Jr., president; John E. Caraway, chmn; Michael Winners, Clint Cline, exec vps; Paul E. Synor, Sanford Reynolds, James Sanders, senior vps; Charles Dixon, Donna LePre, vps; David Bockel, president (Atlanta). Employes: 71 in 4 offices.

Phone: (904) 737-0300.

Carmichael-Lynch Advertising, Minneapolis, reported gross income of $8,031,000 in 1985 on billings of $53,551,000. In 1984, it reported gross income of $7,050,000 on billings of $47,024,000.

The agency's 1985 U.S. volume consisted of $17,080,000 in media, $9,337,000 in materials and services and $27,134,000 in capitalized fees. Its 1984 U.S. volume consisted of $19,410,000 in media, $6,660,000 in materials and services and $20,954,000 in capitalized fees.

In 1985, the agency gained: Better Homes & Gardens Real Estate; Independent Chevy Dealers (Twin City Area); Donaldson's Dept Stores; Minnesota Office of Tourism; Nanik Window Treatments; Open Systems, computer software; Ed Phillips & Sons; Room & Board, home furnishings; St. Alexius Medical Center; 3M Leisure Time Products; TC Amoco Certicare Dealers. It lost: Lifespan, Abbott-Northwestern Hospital & Select Care; Hagen Systems; Medtronic, heart pace makers.

Billings breakdown: Newspapers 6%, magazines 16%, radio 7%, network tv 5%, spot tv 43%, cable tv 1%, outdoor 2%, business papers 4%, point of sale 2%, direct mail 4%, collateral 10%.

Top execs: Lee Lynch, chmn-ceo; Lou Bacig, president. Senior vps—Ed Coleman, finance; Steve Goldstein, Phil Waggoner, mgmt supers; Dick Wilson, Ron Sackett, Dan Krumwiede, creative directors; Mary Paulson, production services; Perry Forster, director rsch, strategy devel; Sumer Bileydi, director media; Henry Fiola, pr; Ted Loken, direct response. Employes: 130.

Phone: (612) 871-8300. ☑

Carrafiello-Diehl & Associates, a medical-oriented agency based in Irvington-on-the-Hudson, N.Y., reported gross income of $6,690,000, of which $140,000 was non-U.S. contributions, in 1985 on billings of $44,600,000. In 1984, it reported gross income of $6,600,000, of which $125,000 was non-U.S. contributions, on billings of $44,000,000.

The agency's 1985 U.S. volume of $43,700,000 consisted of $8,350,000 in media, $990,000 in materials and services and $34,360,000 in capitalized fees. Its 1984 U.S. volume of $43,150,000 consisted of $8,200,000 in media, $900,000 in materials and services and $34,050,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- CDA Productions
- CDA Research Laboratories

In 1985, the agency gained: Tambrands Inc., Home Diagnostics; Hollister-Stier, pharmaceuticals; Lederle Laboratories, Footwork; Winthrop-Breon Laboratories, pharmaceuticals. It lost: The Purdue Frederick Co., Fibermed; Bio-Response, biologicals.

Billings breakdown: Newspapers 2%, magazines 8%, medical journals 22%, supplements 2%, radio 2%, network tv 46%, spot tv 7%, cable tv 2%, business papers 2%, point of sale 2%, direct mail 3%, free-standing inserts 2%.

Top execs: A. Louis Carrafiello, president; Robert C. Brandt, exec vp; Austin H. Gedney Jr., William Green, John H. Kane, Marguerite E. Kennedy, Robert LaRocca, C. Patrick Mandarano, Ruth L. McCarthy, E. Reynold Petray, senior vps. Employes: 92 in 3 offices.

Phone: (914) 591-9191. ☑

Carr Liggett, Cleveland, reported gross income of $4,696,747, of which $230,105 was non-U.S. contribututions, in 1985 on billings of $34,307,127. In 1984, it reported gross income of $4,368,565 on billings of $35,277,720.

The agency's 1985 U.S. volume of $32,657,438 consisted of $4,306,671 in media, $3,375,552 in materials and services and $24,975,215 in capitalized fees. Its 1984 U.S. volume of $35,277,720 consisted of $7,879,121 in media, $7,316,835 in materials and services and $20,081,764 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Studio L

In 1985, the agency gained: Rennaissance; Premier Health Plan; Clark-Michigan Corp. It lost: WKYC-TV; Mr. Hero Sandwich.

Billings breakdown: Newspapers 6.5%, magazines 0.8%, medical journals 3.8%, supplements 1.1%, radio 6.7%, spot tv 3.1%, outdoor 0.3%, business papers 64.4%, Yellow Pages 13.3%.

Top execs: Harold A. Shoup, president-ceo; John M. Morton, vice chmn; Michael W. Carlton, Davis Young, James Liberatore, exec vps; Terrence McGovern, Theodore Koloszvary, David Hartzell, senior vps. Employes: 72 in 4 offices.

Phone: (216)696-0330). ☑

Cascino & Purcell, Atlanta, reported gross income of $814,786 in 1985 on billings of $5,434,232. In 1984, it reported gross income of $615,332 on billings of $4,103,030.

The agency's 1985 U.S. volume consisted of $687,320 in media, $93,120 in materials and services and $4,653,792 in capitalized fees. Its 1984 U.S. volume consisted of $2,016,410 in media, $450,809 in materials and services and $1,635,811 in capitalized fees.

In 1985, the agency gained: Hoechst-Roussel Agri-Vet Co., Hoelon herbicide. It lost: Po Folks Family Restaurants.

Billings breakdown: Newspapers 12%, radio 5%, spot tv 41%, outdoor 6%, business papers 8%, farm publications 28%.

Top execs: Alfred M. Cascino, president; Andrew J. Purcell, chmn; John C. Freebairn, exec vp. Employes: 11.

Phone: (404) 237-9945. ☑

Ted Chin & Co., New York, reported gross income of $2,100,000 in 1985 on billings of $13,570,000. In 1984, it reported gross income of $1,975,000 on billings of $13,140,000.

The agency's 1985 U.S. volume consisted of $6,003,000 in media, $930,000 in materials and services and $6,637,000 in capitalized fees. Its 1984 U.S. volume consisted of $5,627,000 in media, $910,000 in materials and services and $6,603,000 in capitalized fees.

In 1985, the agency gained: Nabisco, Royal "No Bake" light cheesecake; Carnation frozen seafoods; Comp-U-Card Intl; CBS, WCBS Newsradio 88.

Billings breakdown: Newspapers 10%, magazines 18%, radio 5%, network tv 16%, spot tv 38%, cable tv 2%, business papers 7%, transit advertising 4%.

Top exec: Ted Chin, president, creative director. Employes: 22.

Phone: (212) 421-2707. ☑

Clarity Coverdale Rueff, Minneapolis, reported gross income of $1,400,000 in 1985 on billings of $9,520,000. In 1984, it reported gross income of $950,000 on billings of $6,460,000.

In 1985, it reported net income of $56,000, compared with $49,400 in 1984.

The agency's 1985 and 1984 U.S. volumes were all in media.

In 1985, the agency gained: Great Teeth Dental Centers; Midwest Vision Centers; Mini Mart Convenience Stores; First Federal of LaCrosse. It lost: Audio King.

Billings breakdown: Newspapers 25%, magazines 15%, medical journals 0.5%, supplements 3.5%, radio 7.5%, spot tv 25%, outdoor 4%, business papers 7%, farm publications 0.5%, transit advertising 3%, direct mail 5%, free-standing inserts 4%.

Top execs: Robert Rueff, ceo, director mktg, client services; Timothy Clarity, president; Jac Coverdale, exec vp, creative director. Senior vps—Hiroshi Nelson, media director; Jerry Fury, senior copywriter; Gary Hellmer, operations. Employes: 20.

Phone: (612) 339-3902. ☑

George P. Clarke Advertising, New York, reported gross income of $1,094,345 in 1985 on billings of $7,296,073. In 1984, it reported gross income of $1,072,368 on billings of $7,152,695.

The agency's 1985 U.S. volume consisted of $2,991,730 in media, $353,002 in materials and services and $3,951,341 in capitalized fees. Its 1984 U.S. volume consisted of $2,915,438 in media, $340,630 in materials and services and $3,896,627 in capitalized fees.

In 1985, the agency gained: Derby Savings; Funk & Wagnalls.

Billings breakdown: Newspapers 25%, magazines 15%, radio 10%, spot tv 10%, business papers 10%, point of sale 5%, catalogs 5%, pr 20%.

Top execs: George P. Clarke, president; James G. McLoughlin, exec vp. Employes: 16.

Phone: (212) 490-2212. ☑

ClarkeGowardFitts, Boston, reported gross income of $4,320,000 in 1985 on billings of $21,600,000.

The agency did not provide figures for 1984.

The agency's 1985 U.S. volume consisted of $11,715,520 in media, $6,707,251 in materials and services and $3,177,229 in capitalized fees.

The agency did not consolidate its public relations office, Clark & Co.

In 1985, the agency gained: Indian Head Bank; Ginn Publishing.

Billings breakdown: Newspapers 5.6%, magazines 11.1%, medical journals 1.5%, spot tv 1.7%, outdoor 2.1%, business papers 36.9%, farm publications 2.4%.

Top execs: Terrence M. Clarke, chmn, president. Exec vps—Jonathan M. Goward, copy, creative director; James Fitts, art, creative director. Vps —James Hollister, mktg, acct service; Phyllis Maynard, media. Barry Heller, production mgr. Employes: 60 in 2 offices.

Phone: (617) 536-7611.

Cline, Davis & Mann, New York, reported gross income of $2,543,570 in 1985 on billings of $18,126,108. In 1984, it reported gross income of $1,125,000 on billings of $7,842,560.

The agency's 1985 U.S. volume consisted of $2,758,000 in media, $610,000 in materials and services and $14,758,108 in capitalized fees. Its 1984 U.S. volume consisted of $2,380,000 in media, $340,000 in materials and services and $5,122,560 in capitalized fees.

Billings breakdown: Medical journals 100%.

Top execs: Morgan E. Cline, president-ceo; Clyde P. Davis, Fredric I. Mann, exec vps. Employes: 17.

Phone: (212) 308-4242.

Coakley Heagerty Cos., Santa Clara, Cal., reported gross income of $1,188,965 in 1985 on billings of $8,922,706. In 1984, it reported gross income of $1,838,819 on billings of $12,776,240.

The agency's 1985 U.S. volume consisted of $1,637,215 in media, $583,428 in materials and services and $6,702,063 in capitalized fees. Its 1984 U.S. volume consisted of $2,231,844 in media, $905,199 in materials and services and $9,639,197 in capitalized fees.

In 1985, the agency gained: First Southwest, builders; Hensley Housewares; Jules Duc Construction; Joe Lucas Meat Co.; Waste Mgmt; Cosentino's; Continental Van Lines; Dahlhauser Mfg; Ocean Colony; Seiko; Weldon Associates; Western Housing Devel. It lost: First Natl Mortgage Co.; Vasona, software; Grupe, developers; Argonne Systems; E.A. Hathaway; Pandolphi & Partners; Ridge Tahoe; Volvo Dealers.

Billings breakdown: Newspapers 53%, magazines 12%, radio 6%, spot tv 29%.

Top execs: David A. Heagerty, ceo; John D. Heagerty, president. Employes: 24.

Phone: (408) 249-6242. ☑

Cochrane Chase Livingston, Newport Beach, Cal., reported gross income of $8,884,000 in 1985 on billings of $69,470,000. In 1984, it reported gross income of $6,650,000 on billings of $51,800,000. The agency did not provide a volume breakout.

In 1985, the agency gained: Compcare; Pactel Mobile Cos.; Pacificare; Pirelli Tires; Southern California Chevrolet Dealers; Leisure Technology; Epson Computers; Coldwell Banker; Lucky Food Stores; United Western Medical Centers. It lost: Computer Automation; Printronix; Bell Helmets; Carl Karcher Enterprises.

Billings breakdown: Newspapers 16%, magazines 30%, supplements 2%, radio 10%, network tv 1%, spot tv 37%, free-standing inserts 1%.

Top execs: Cochrane Chase, chmn-ceo; R. Lynn Livingston, president. Senior vps—Gary Cunningham, Carolyn Johnson, creative directors; Ray Roschmann, group super; Frank Addis, mng director; John Rutledge, finance-cfo. Vps—Fred Richardson, mktg, group super; Flora Jensen, director production; Bruce Barta, mgmt super; Clark Wilson, director business devel; John Butcher, group super; Jack Gerken, pr director; Jim Arn, admin; Chuck Brauer, group super; Bob Woodworth, director media services. Tim Pearson, group vp, super; Harvey Lerner, Gerry Renert, Mike Arola, assoc creative directors; Laury Lefkowitz Burrows, broadcast mgr; Jan Bartlett, office mgr, asst to the president. Employes: 139 in 2 offices.

Phone: (714) 720-0300.

Cogent Inc., San Francisco, reported gross income of $902,975 in 1985 on billings of $6,991,497. In 1984, it reported gross income of $351,600 on billings of $2,884,572.

The agency's 1985 U.S. volume consisted of $2,692,500 in media, $960,000 in materials and services and $3,338,997 in capitalized fees. Its 1984 U.S. volume consisted of $1,200,000 in media, $540,000 in materials and services and $1,144,572 in capitalized fees.

In 1985, the agency gained: Bay Area Cellular Telephone Co.; MJB Corp; R.C. Brown; Datacopy Corp.

Billings breakdown: Newspapers 4.87%, magazines 60%, medical journals 0.03%, radio 0.04%, business papers 35%, Yellow Pages 0.01%, direct mail 0.05%.

Top execs: Kingsley L. Rice Jr., chmn; Iain L. Woodward, president. Employes: 14.

Phone: (415) 346-3100.

Cole Henderson Drake, Atlanta, reported gross income of $2,300,000 in 1985 on billings of $14,200,000. In 1984, it reported gross income of $1,552,640 on billings of $10,918,840.

The agency's 1985 U.S. volume consisted of $11,500,918 in media, $1,865,332 in materials and services and $833,750 in capitalized fees. Its 1984 U.S. volume consisted of $8,953,448 in media, $1,398,442 in materials and services and $566,950 in capitalized fees.

The agency did not consolidate two subsidiaries:

- CHD Public Relations
- Youngblood Sweat & Tears, graphic arts studio.

In 1985, the agency gained: Metro Cos., real estate devel and mgmt; Hercules Corp., upholstery, carpet and apparel fibers; Georgia Dental Assn; The Ritz-Carlton (New York, Washington). It lost: MacGregor Golf Co.

Billings breakdown: Newspapers 12%, magazines 22%, supplements 3%, radio 9%, spot tv 19%, cable tv 6%, outdoor 3%, business papers 12%, point of sale 2%, Yellow Pages 2%, direct mail 3%, catalogs 6%, free-standing inserts 1%.

Top execs: Richard Henderson, chmn; John H. Drake, president; James P. Cole, exec vp; John L. Mather, senior vp. Employes: 45.

Phone: (404) 237-0057. ☑

Colle & McVoy Advertising, Minneapolis, had estimated gross income of $8,003,000 in 1985 on billings of $49,020,887. In 1984, it had estimated gross income of $8,092,000 on billings of $50,170,398.

The agency's 1985 U.S. volume consisted of $15,268,897 in media, $24,549,313 in materials and services and $9,202,675 in capitalized fees. Its 1984 U.S. volume consisted of $19,151,224 in media, $21,412,180 in materials and services and $9,606,994 in capitalized fees.

Included in the agency's figures were returns from its offices in Coral Gables, Fla.; Waterloo, Ia.; Sioux Falls, S.D., and Englewood, Colo.

In 1985, the agency gained: Minnesota Dept of Transportation; North Star Steel Co.; Rogers Cable Systems; Fieldgate; Harmon Glass; Griffin Ag Products; Our Own Hardware; First Minnesota; Syneco Systems; Fannie May candies; Rubbermaid, agricultural prods project only. It lost: Minnesota Dept of Tourism; Twin City Federal; Agri-Pharm; Union Federal.

Billings breakdown: Newspapers 26%, magazines 25%, radio 13%, spot tv 24%, outdoor 2%, farm publications 8%, Yellow Pages 2%.

Top execs: Clarence M. Thompson Jr., chmn-ceo; Ray Foley, president. Exec vps—Al Hietala, agricultural; Bill Lau, branch coord; Al Kunz, industrial. Senior vps—Rod Booth, exec art director; Jim Heinz (midwest div); Ed Hunter (western div); Jim Hansen, financial. Wayne Engelman, secretary, treasurer. Employes: 139 in 5 offices.

Phone: (612) 851-2500. ☑

Communication Trends, Atlanta, reported gross income of $1,092,370 in 1985 on billings of $9,709,579. In 1984, it reported gross income of $741,344 on billings of $6,507,336.

In 1985, it reported net income of $147,470, compared with $79,051 in 1984.

The agency's 1985 U.S. volume consisted of $4,951,068 in media, $1,823,878 in materials and services and $2,934,633 in capitalized fees. Its 1984 U.S. volume consisted of $3,338,099 in media, $1,207,850 in materials and services and $1,961,387 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- CTI Direct Marketing
- CTI Too/The Studio Group.

In 1985, the agency gained: X-Press Information Services; Control Com; Home Box Office-Direct Broadcast; Vantage Industries; Falcone Intl; Lifetime Cable Network.

Billings breakdown: Newspapers 8%, magazines 41%, supplements 1%, radio 10%, spot tv 12%, cable tv 3%, outdoor 2%, business papers 2%, transit advertising 1%, point of sale 2%, Yellow Pages 1%, direct mail 10%, direct response tv 2%, direct response radio 1%, direct response newspapers 1%, direct response magazines 1%, telemarketing 1%, free-standing inserts 1%.

Top execs: Toni M. Augustine, president. Senior vps—Thomas J. Dunn, acct services; Anthony G. Bost, creative director. Carol A. Toler, controller. Employes: 24.

Phone: (404) 352-2200.

Communication Plus Advertising/Public Relations, Richardson, Tex., reported gross income of $97,209 in 1985 on billings of $785,795. In 1984, it reported gross income of $107,095 on billings of $682,625.

In 1985, it reported net income of $29,260, compared with $53,563 in 1984.

The agency's 1985 U.S. volume consisted of $135,516 in media, $54,215 in materials and services and $596,064 in capitalized fees. Its 1984 U.S. volume consisted of $140,402 in media, $50,057 in materials and services and $492,166 in capitalized fees.

In 1985, the agency gained: Compu-Mart; AXION; Digital Speech Systems; Schonbrook Corp. It lost: Digital Speech Systems.

The agency did not report a billings breakdown.

Top execs: Ed Fries, mng partner-ceo; Jan R. Skinner, partner, creative director. Employes: 4.

Phone: (214) 783-8543. ☑

Communicators Group, Brattleboro, Vt., reported gross income of $667,200 in 1985 on billings of $5,560,600. In 1984, it reported gross income of $597,100 on billings of $5,007,800.

The agency's 1985 U.S. volume consisted of $2,163,100 in media, $701,500 in materials and services and $2,696,000 in capitalized fees. Its 1984 U.S. volume consisted of $1,796,300 in media, $658,200 in materials and services and $2,553,300 in capitalized fees.

In 1985, the agency gained: Kombi, glove designer and manufacturer; The Village Green at Stowe, mountain homes sales and rentals; North County Hospital; Community Natl Bank; Wildcat Mountain, ski area. It lost: Cortina Inn; Appropriate Technology Corp.

Billings breakdown: Newspapers 19%, magazines 28%, supplements 1%, radio 26%, spot tv 9%, outdoor 5%, business papers 10%, direct mail 2%.

Top exec: James E. Hormel, president. Employes: 15.

Phone: (802) 257-4321.

Communigraphics, Baltimore, reported gross income of $610,000 in 1985 on billings of $5,100,000. In 1984, it reported gross income of $555,000 on billings of $4,500,000.

The agency's 1985 U.S. volume consisted of $3,933,000 in media, $500,000 in materials and services and $667,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,333,000 in media, $500,000 in materials and services and $667,000 in capitalized fees.

In 1985, the agency gained: Capital Plaza Mall; Greentree Townhomes.

Top execs: Jack S. Miller, president; Martin L. Parks, vp. Employes: 15.

Phone: (301) 366-3337. ☑

Communique Direct Marketing, Brookfield, Wis., reported gross income of $560,000 in 1985 on billings of $4,043,250. In 1984, it reported gross income of $412,780 on billings of $2,618,000.

The agency's 1985 U.S. volume consisted of $450,000 in media, $425,000 in materials and services and $3,168,250 in capitalized fees. Its 1984 U.S. volume consisted of $150,000 in media, $401,400 in materials and services and $2,067,000 in capitalized fees.

In 1985, the agency gained: Biotronics Instruments; Blood Center of Southwestern Wisconsin; Bolens Corp; Falk Corp; Economic Devel Corp, Forward Wisconsin; Midwest Express Airlines; Milwaukee Symphony Orchestra.

Billings breakdown: Direct mail 65%, direct response magazines 10%, telemarketing 15%, other 10%.

Top execs: W.T. MacArthur, president; Timothy J. Keane, exec vp-coo; James D. Marks, exec art director. Employes: 15.

Phone: (414) 785-0400. ☑

Concepts & Strategies, Westport, Conn., had estimated gross income of $168,000 in 1985 on billings of $1,095,800. The agency did not report for 1984.

The agency's 1985 U.S. volume consisted of $40,000 in media, $122,000 in materials and services and $933,800 in capitalized fees.

In 1985, the agency gained: Physicians Radio Network.

Billings breakdown: Medical journals 10%, business papers 5%, direct mail 85%.

Top execs: Gladys Austen Lindner, chmn; Edmund F. Lindner, president; Kathleen Danos, vp.

Employes: 4.

Phone: (203) 227-4903.

Top 10 agencies in medical journal billings*

Rank	Agency	Med. journ. billings 1985	Med. journ. billings 1984	U.S. billings 1985	U.S. billings 1984
1	Kallir, Philips, Ross	$61.5	$60.0	$111.8	$103.4
2	Sieber & McIntyre	54.7	60.2	79.3	79.2
3	Sudler & Hennessey	40.1	NA	121.4	109.4
4	J. Walter Thompson Co.	20.1	18.8	1,604.2	1,387.3
5	Medicus Intercon International	15.0	28.9	65.2	60.2
6	Young & Rubicam	9.9	8.6	1,656.4	1,632.3
7	Lewis, Gilman & Kynett	8.6	6.6	108.0	110.2
8	Della Femina, Travisano & Partners	2.5	NA	245.0	220.0
9	Ingalls Associates	1.7	NA	84.3	85.0
10	Doyle Dane Bernbach Group	0.3	NA	1,099.4	981.7

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* From 92 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

Which one of these agencies would you like to work for?

ALLY & GARGANO
AVRETT FREE & GINSBERG
BBDO
BACKER & SPIELVOGEL
BOZELL JACOBS KENYON & ECKHARDT
CUNNINGHAM & WALSH
DANCER FITZGERALD SAMPLE
DOYLE DANE BERNBACH
FOOTE CONE & BELDING
GEER DuBOIS
GREY
GRIFFIN BACAL
LAURENCE CHARLES FREE & LAWSON
MARSCHALK
NEEDHAM HARPER WORLDWIDE
OGILVY & MATHER
SAATCHI & SAATCHI COMPTON
SCALI McCABE SLOVES
TRACY LOCKE
YOUNG & RUBICAM

We work for all of these agencies.

Judd-Falk

Contemporary Marketing, Bala Cynwyd, Pa., reported gross income of $1,560,000 in 1985 on billings of $10,405,000. In 1984, it reported gross income of $1,400,000 on billings of $9,300,000.

The agency's 1985 and 1984 U.S. volumes were in capitalized fees.

In 1985, the agency gained: Abex Friction Products; Allentown Paint Mfg Co.; Anglo American Enterprises Corp; Filterite Consumer Products; Kuster Woodworkers; RWMA; Radisson Mark Plaza Hotel; Teleflex; Weiler Brush Co.; DANA Corp; Spicer, heavy axle div, heavy truck mktg, transmission div, universal joint div. It lost: Parker Hannifin Corp, EIS brake parts div, Ideal div.

Billings breakdown: Newspapers 20%, magazines 29%, radio 10%, spot tv 15%, outdoor 1%, business papers 10%, direct mail 5%, other 10%.

Top execs: Theodore H. Tromsdorf, chmn; Stephen A. Levine, president. Vps—Richard T. Moritz, director pr; Robert E. Layton, director acct services; MaryAnne Eshelman, mktg services; S. Edwin Ahn, new business-hardware. Employes: 32.

Phone: (215) 667-3683. ☑

William Cook Advertising, Jacksonville, Fla., reported gross income of $6,814,680 in 1985 on billings of $46,206,703. In 1984, it reported gross income of $6,607,774 on billings of $44,073,853.

Included in the agency's figures were returns from subsidiary:

William Cook Public Relations

It also consolidated its office in Miami.

In 1985, the agency gained: Kentucky Fried Chicken (Albany/Tallahassee co-op, West Palm Beach co-op, Bahamas); Gate Land Co.; Memorial Medical Center of Savannah; Private Industry Council of South Fla.; Medicus Women's Diagnostic Centers; Mayo Clinic. It lost: Indian River Plantation Resort; Sharps Bedroom Design.

Billings breakdown: Newspapers 9%, magazines 9%, radio 7%, network tv 5%, spot tv 64%, cable tv 1%, outdoor 2%, business papers 1%, point of sale 0.5%, direct mail 1.5%.

Top execs: William W. Cook, chmn; Bernard C. Schramm Jr., president; J. Carson Eddings, exec vp; Stanley Norton, senior vp, director creative services. Vps—Robert Cargell, gm pr; Barry Hough, gm (Miami). Employes: 27 in 2 offices.

Phone: (904) 353-3911. ☑

Coppola Communications, San Francisco, had estimated gross income of $1,065,000 in 1985 on billings of $7,101,853. It did not report for 1984.

The agency's 1985 U.S. volume consisted of $32,040 in media, $271,108 in materials and services and $6,798,705 in capitalized fees.

In 1985, the agency gained: Levi Strauss & Co., Battery Street sportswear div; Ron Chereskin, men's swimwear; Lilli Ann Corp; Koret of California; Trim Surfwear. It lost: Creme de la Mer; Maggiore, men's outerwear; Pier 39.

Billings breakdown: Magazines 3%, business papers 5%, direct mail (trade) 92%.

Top execs: Angela Coppola, president-creative director; Ed Osgood, vp. Employes: 12.

Phone: (415) 989-0222. ☑

Frank J. Corbett, Chicago, reported gross income of $4,957,000 in 1985 on billings of $33,063,190. In 1984, it reported gross income of $4,200,000 on billings of $28,014,000.

The agency's 1985 and 1984 U.S. volumes were all in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Corbett Market Research
- Corbett Direct Access
- Pragmaton Publications.

In 1985, the agency gained: Mead Johnson Laboratories, Enfaid; St. Joseph's Hospital; Medical Engineering Corp; Professional Drug Systems; American Society of Anesthesiologists. It lost: Alcon Laboratories, consumer prods div; Winthrop-Breon Laboratories, Bronkodilator; Invenex Laboratories; Flint Laboratories, Synthroid.

Billings breakdown: Medical journals 14%, point of sale 10%, direct mail 20%, collateral 56%.

Top execs: Frank J. Corbett, chmn; John J. Fisher, president; Judy H. Raymond, secretary, treasurer. Employes: 55.

Phone: (312) 664-5310. ☑

Cosmopulos, Crowley & Daly, Boston, reported gross income of $2,880,000 in 1985 on billings of $19,200,000. In 1984, it reported gross income of $2,557,000 on billings of $16,392,000.

The agency's 1985 U.S. volume consisted of $8,100,000 in media, $2,172,000 in materials and services and $8,928,000 in capitalized fees. Its 1984 U.S. volume consisted of $6,056,000 in media, $1,152,000 in materials and services and $9,184,000 in capitalized fees.

In 1985, the agency gained: Barron Chevrolet; Boston University Bookstore; J. Bildner & Sons; Delta Dental Plan/Dental Service of Massachusetts; Dun's Mktg Service; Intl House of Pancakes; Massachusetts Mutual Life Insurance; Addison Wesley Publishing Co. It lost: Software Arts; Funk Software.

Billings breakdown: Newspapers 20%, magazines 30%, radio 25%, spot tv 3%, outdoor 9%, transit advertising 10%, direct mail 3%.

Top execs: Stavros Cosmopulos, chmn-creative director; Harold E. Daly Jr., president; Robert J. Crowley, exec vp-treasurer. Employes: 40.

Phone: (617) 266-5500.

Covey & Koons, Canton, O., reported gross income of $484,105 in 1985 on billings of $3,228,158. In 1984, it reported gross income of $488,594 on billings of $3,258,030.

The agency's 1985 U.S. volume consisted of $1,152,495 in media, $493,926 in materials and services and $1,581,737 in capitalized fees. Its 1984 U.S. volume consisted of $1,428,363 in media, $357,091 in materials and services and $1,472,576 in capitalized fees.

In 1985, the agency gained: Smith & Nephew Medical; Wadsworth Laboratories; White Engines.

Billings breakdown: Newspapers 2%, radio 10%, business papers 80%, Yellow Pages 8%.

Top exec: W. Roderic Covey, president. Employes: 10.

Phone: (216) 456-7381. ☑

Top 10 agencies in supplements billings*

Rank	Agency	Supp. billings 1985	Supp. billings 1984	U.S. billings 1985	U.S. billings 1984
1	Leo Burnett Co.	$38.1	$22.7	$1,269.9	$1,132.9
2	BBDO International	18.3	15.8	1,296.1	1,109.7
3	Dancer Fitzgerald Sample	18.1	5.3	861.9	750.2
4	Ogilvy Group	12.3	1.8	1,694.5	1,497.9
5	Brouillard Communications	8.5	5.6	71.3	59.5
6	Foote, Cone & Belding	7.2	NA	1,323.0	1,214.0
7	Campbell-Mithun	6.6	6.0	331.8	300.3
8	Wells, Rich, Greene	6.3	12.4	633.8	618.0
9	Doyle Dane Bernbach Group	6.1	5.4	1,099.4	981.7
10	Ted Bates Worldwide	5.6	2.5	785.1	672.7

NOTE: Dollars in millions. Figures of subsidiaries charted separately in this issue are not included in parent company totals in this chart.

* From 92 of the top 100 agencies reporting media billed as a percentage of U.S. billings.

Cozad & Associates, Encino, Cal., formerly Cozad-Benskin & Associates, had estimated gross income of $375,000 in 1985 on billings of $2,500,000. In 1984, it had estimated gross income of $345,000 on billings of $2,300,000.

The agency did not report U.S. volume breakdowns.

In 1985, the agency gained: Jonee Inc., long nails. It lost: H&R Sussman/Tempus Financial Seminars; Videocam; Everyday Products, dish detergent.

Billings breakdown: Newspapers 30%, magazines 20%, supplements 3%, radio 5%, spot tv 5%, outdoor 10%, business papers 5%, transit advertising 5%, point of sale 5%, Yellow Pages 2%, direct mail 10%.

Top execs: Robert P. Cozad, chmn-creative director; Suzanne R. Cozad, president. Employes: 8.

Phone: (818) 907-7067.

Craig, Lamm, Hensley & Alderman Advertising, Houston, reported gross income of $1,990,890 in 1985 on billings of $13,279,236. In 1984, it reported gross income of $2,165,096 on billings of $14,341,079.

The agency's 1985 U.S. volume consisted of $4,161,393 in media, $3,153,556 in materials and services and $5,964,287 in capitalized fees. Its 1984 U.S. volume consisted of $5,333,545 in media, $2,726,103 in materials and services and $6,281,431 in capitalized fees.

In 1985, the agency gained: Flexpipe Intl; Grape Wine Co.; Kranco, crane mfger; Tenneco Oil processing and mktg. It lost: Vector Cable Co.

Billings breakdown: Newspapers 32%, radio 7%, spot tv 1%, outdoor 1%, business papers 59%.

Top exec: Don Lamm, chmn. Employes: 36.

Phone: (713) 621-2680.

Cramer-Krasselt Co., Milwaukee, reported gross income of $8,742,000 in 1985 on billings of $59,130,000. In 1984, it reported gross income of $7,659,000 on billings of $51,240,000.

The agency's 1985 U.S. volume consisted of $43,256,000 in media, $9,028,000 in materials and services and $6,846,000 in capitalized fees. Its 1984 U.S. volume consisted of $37,359,000 in media, $8,173,000 in materials and services and $5,708,000 in capitalized fees.

Growth from existing clients, B.C. Ziegler Co., a West Bend, Wis., investment company, Ameritech (Wisconsin Bell) and Allen & Edmonds shoes, helped propel billings 15% over the previous year. Increased visibility through its Chicago branch has stimulated new account growth, particularly in that market which was up 42.2% in billings.

The only office to suffer a loss in billings was Phoenix, affected by the departure of First Interstate Bank of Phoenix and a slow-growth market.

Included in the agency's figures were returns from its offices in Chicago and Phoenix.

In 1985, the agency gained: Appleton Papers; Simplicity; Johnston Co.; General Binding; Sanwa; Baxter Travenol; WBBM-AM; World Book; Terson Food Co.; Great Western Bank; Costain Builders. It lost: Ameritech Yellow Pages (Wisconsin); G. Leblanc; Amherst Associates; Sheraton Plaza, Chicago.

Billings breakdown: Newspapers 9%, magazines 23%, radio 4%, network tv 19%, spot tv 24%, outdoor 1%, business papers 9%, Yellow Pages 1%, direct response tv, radio, newspapers and magazines 10%.

Top execs: Paul S. Counsell, chmn-ceo; Peter G. Krivkovich, president-coo; Theodore J. Wing, chmn exec committee, treasurer. Exec vp, gms—Rolf G. Normann, Cramer-Krasselt/Phoenix; Philip May, Cramer-Krasselt/Direct. William D. Faude, senior vp, secretary; Robert J. Bradley, vp, controller. Employes: 137 in 3 offices.

Phone: (414) 276-3500.

Cranford Johnson Robinson Associates, Little Rock, Ark., reported gross income of $2,972,849 in 1985 on billings of $19,828,902. In 1984, it reported gross income of $2,617,942 on billings of $17,461,672.

The agency's 1985 U.S. volume consisted of $6,643,873 in media and $13,185,029 in capitalized fees. Its 1984 U.S. volume consisted of $7,266,024 in media and $10,195,648 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Area Marketing Reasearch Associates
- Graphic Type.

In 1985, the agency gained: Commercial Natl Bank of Shreveport; Union Bank of Benton; Darragh Co.; Central Arkansas Radiation Therapy Institute; ELECTEC; Arkansas Children's Hospital; Central Arkansas Legal Services; Heifer Project International; St. Joseph's Hospital; CCX; Middle South Utilities; Arkansas Governor's Mansion Assn.; Hathaway, Moore & Associates; Commercial Natl Bank of Texarkana; Louisiana School for Math, Science and the Arts; Southwest Power Pool; Thurmond Develop Corp; Business Committee for Public Education.

Billings breakdown: Newspapers 33%, magazines 17.5%, supplements 0.2%, radio 11.1%, spot tv 30.3%, outdoor 7.9%.

Top execs: Wayne Cranford, chmn; Ron Robinson, president; Jim Johnson, Senior vp-creative services. Employes: 53.

Phone: (501) 376-6251. ☑

Creel Associates, Oak Brook, Ill., reported gross income of $266,850 in 1985 on billings of $1,779,565. In 1984, it reported gross income of $307,000 on billings of $2,047,310.

In 1985, it reported net income of $35,850, compared with $31,000 in 1984.

The agency's 1985 U.S. volume consisted of $464,000 in media, $185,000 in materials and services and $1,130,565 in capitalized fees. Its 1984 U.S. volume consisted of $400,000 in media, $360,000 in materials and services and $1,287,310 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- J. Robert Watt Public Relations.

In 1985, the agency gained: Northwest Orient Airlines, bank promo; Ernst & Whinney; Worth Bank & Trust; Community Bank of Edgewater; Libertyville Federal Savings & Loan; United States Telephone Assn; Oak Brook Bank.

Billings breakdown: Newspapers 50%, magazines 20%, radio 20%, business papers 2%, point of sale 6%, direct mail 2%.

Top exec: David R. Creel, president. Employes: 8.

Phone: (312) 986-9402. ☑

CRE Inc., Indianapolis, reported gross income of $1,259,522 in 1985 on billings of $7,280,456. In 1984, it reported gross income of $901,098 on billings of $6,454,551.

The agency's 1985 U.S. volume consisted of $1,370,122 in media, $616,555 in materials and services and $5,293,779 in capitalized fees. Its 1984 U.S. volume consisted of $1,287,826 in media, $537,998 in materials and services and $4,628,727 in capitalized fees.

In 1985, the agency gained: McQuik's Oilube; General Plastics; United Student Aid Funds; American Fishing Tackle Mfg. It lost: Caradco Corp; Hoosier Electronics.

Billings breakdown: Newspapers 7.8%, magazines 45%, radio 3.9%, spot tv 4.5%, outdoor 0.1%, farm publications 7%, point of sale 6%, Yellow Pages 0.1%, direct mail 3%, other 22.6%.

Top execs: Michael L. Brooks, president; Leslie L. Boyle, exec vp; James S. Hansen, senior vp; Brian L. Hettmansperger, controller. Employes: 33.

Phone: (317) 631-0260.

Cronin & Co., Glastonbury, Conn., reported gross income of $1,700,000 in 1985 on billings of $11,000,000. In 1984, it reported gross income of $1,300,000 on billings of $9,400,000.

The agency's 1985 U.S. volume consisted of $4,464,000 in media, $800,000 in materials and services and $5,736,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,963,000 in media, $635,000 in materials and services and $4,802,000 in capitalized fees.

In 1985, the agency gained: Intl Aero Engine; *Journal Inquirer*; Great Country Bank; Allen Mfg; Cutter Realty Group. It lost: The Whole Donut.

Billings breakdown: Newspapers 14.2%, magazines 6%, radio 7%, spot tv 6.4%, cable tv 1%, outdoor 2%, business papers 3.4%, direct mail 1%, fees and production 59%.

Top execs: Wiliam J. Cronin Jr., president; John N. Riccio, Michael G. Wheeler, principals. Employes: 37.

Phone: (203) 659-0514.

Crumbley & Associates, Atlanta, had estimated gross income of $838,000 in 1985 on billings of $5,500,000. In 1984, it had estimated gross income of $804,000 on billings of $5,300,000.

The agency's 1985 U.S. volume consisted of $4,543,820 in media, $469,000 in materials and services and $487,180 in capitalized fees. Its 1984 U.S. volume consisted of $4,363,360 in media, $323,000 in materials and services and $613,640 in capitalized fees.

Billings breakdown: Newspapers 30%, magazines 2%, radio 34%, spot tv 32%, outdoor 2%.

Top execs: George P. Crumbley Jr., president; Cheryl C. O'Neal, exec vp. Employes: 15.

Phone: (404) 577-7150.

Crume & Associates, Dallas, reported gross income of $3,600,000 in 1985 on billings of $18,000,000. In 1984, it reported gross income of $3,600,000 on billings of $18,000,000.

The agency did not provide a volume breakout.

Included in the agency's figures were returns from subsidiaries:

- Emerald City Productions
- Crume Direct
- Crume Public Relations.

In 1985, the agency gained: Dallas Corp; Burn-Off; Ericcson; Guaranty Federal Savings & Loan; Southern Methodist University; Texas Independent Bank; Marriott; Recognition Equipment, Wand div.; Traq Technologies. It lost: Howmet; Rocky Mountain Bank Note.

Billings breakdown: Newspapers 10%, magazines 20%, radio 24%, spot tv 19%, outdoor 8%, business papers 19%.

Top execs: Bill Crume, chmn; Dave Vinyard, president; John Crawley, senior vp, creative director. Vps—Marilyn Currie, cfo; Jim Craig, mktg; Tom Flynn, client services; Clyde Boyce, media. Rob Lawton, creative director; Dorothy Calverley, production. Principals—Kathy Truesdale, Daniel Garza, Emerald City Productions; Don Crume, Crume Direct; Ed Warren, Crume Public Relations. Employes: 44.

Phone: (214) 594-1520.

CS&A Advertising, Normal, Ill., reported gross income of $1,943,131 in 1985 on billings of $6,832,168. In 1984, it reported gross income of $1,311,379 on billings of $5,487,272.

In 1985, it reported net income of $13,743, compared with $9,286 in 1984.

The agency's 1985 U.S. volume consisted of $253,464 in media, $827,403 in materials and services and $5,751,301 in capitalized fees. Its 1984 U.S. volume consisted of $159,956 in media, $414,934 in materials and services and $4,912,382 in capitalized fees.

In 1985, the agency gained: Podiatry Arts Lab, orthotics; General Electric Co., controls.

Billings breakdown: Newspapers 5%, magazines 15%, point of sale 5%, direct mail 15%, catalogs 60%.

Top execs: Wilson H. Burge, president; Judy Kessinger, vp; W.W. Kessinger, treasurer; Art Calamari, creative director; Harold Balagna, mgr finance. Employes: 28.

Phone: (309) 452-0707. ☑

Cummings Advertising, Rockford, Ill., reported gross income of $2,469,518 in 1985 on billings of $5,669,258. In 1984, it reported gross income of $2,233,055 on billings of $4,712,275.

In 1985, it reported net income of $634,551, compared with $544,033 in 1984.

The agency's 1985 U.S. volume consisted of $1,292,588 in media, $612,602 in materials and services and $3,764,068 in capitalized fees. Its 1984 U.S. volume consisted of $1,268,040 in media, $527,704 in materials and services and $2,916,531 in capitalized fees.

In 1985, the agency gained: Continental Colloids, stabilizers and emulsifiers; Finnsugar Biochemicals, enzymes, food grade chemicals; Newlyweds Foods; Keebler Custom prods; Universal Foods, fermentation div; Purac, natural preservatives, flavor enhancers; Lamb's Information Services, static elimination devices; ECOS Electronics; Metallized Products; Pines Trailer.

Billings breakdown: Newspapers 4.8%, magazines 91.2%, spot tv 1.8%, outdoor 0.4%, farm publications 1.8%.

Top execs: Quinten P. Barclay, president; Larry C. Schubert, exec vp. Employes: 20.

Phone: (815) 962-0615. ☑

Andrew Curcio Inc., Boston, reported gross income of $364,000 in 1985 on billings of $2,649,750. In 1984, it reported gross income of $340,000 on billings of $2,386,980.

In 1985, it reported net income of $54,000, compared with $40,000 in 1984.

The agency's 1985 U.S. volume consisted of $330,000 in media, $152,000 in materials and services and $2,167,750 in capitalized fees. Its 1984 U.S. volume consisted of $300,000 in media, $126,000 in materials and services and $1,960,980 in capitalized fees.

In 1985, the agency gained: St. John's Hospital; Filene's Credit Union; Landmark Bank of Savings; Taunton Savings Bank; Weymouth Cooperative Bank; Youville Hospital; Stoughton Cooperative Bank.

Billings breakdown: Newspapers 50%, magazines 5%, outdoor 5%, business papers 10%, point of sale 5%, direct mail 25%.

Top execs: Andrew Curcio, president, treasurer; Patricia Kelly Clark, vp; Kenneth Thatcher, art director. Employes: 8.

Phone: (617) 262-6800. ☑

Dakis Concern, Orinda, Cal., reported gross income of $491,100 in 1985 on billings of $2,996,800. In 1984, it reported gross income of $550,000 on billings of $3,600,500.

The agency's 1985 and 1984 U.S. volumes were all in media.

In 1985, the agency gained: The StudentBody, health spa; Computer Integrated Mgmt, Home Security Center.

Billings breakdown: Newspapers 13%, magazines 13%, radio 15%, spot tv 55%, cable tv 4%.

Top execs: Paul R. Cohune, exec vp-gm; Kevin Dakis, vp. Employes: 7.

Phone: (415) 254-6606.

Darien, Russell, Hill & Dahl, San Jose, Cal., reported gross income of $851,956 in 1985 on billings of $5,764,555. In 1984, it reported gross income of $711,876 on billings of $6,344,117.

In 1985, it reported net income of $281,808, compared with $246,756 in 1984.

The agency's 1985 U.S. volume consisted of $4,340,129 in media, $487,677 in materials and services and $936,749 in capitalized fees. Its 1984 U.S. volume consisted of $4,676,634 in media, $475,114 in materials and services and $1,192,369 in capitalized fees.

Included in the agency's figures were returns from the office in Fresno.

Billings breakdown: Newspapers 21%, magazines 5%, radio 22%, spot tv 46%, cable tv 2%, outdoor 1%, business papers 1%, transit advertising 1%, direct mail 1%.

Top execs: Frank Darien Jr., president. Vps—Earle Russell, secretary; Danny Hill, treasurer; Gary Dahl, creative director. Employes: 12 in 2 offices.

Phone: (408) 247-2622. ☑

Davidoff & Partners, Fairfield, Conn., reported gross income of $1,700,000 in 1985 on billings of $15,020,000. In 1984, it reported gross income of $1,400,000 on billings of $10,930,000.

The agency's 1985 U.S. volume consisted of $4,210,000 in media, $2,140,000 in materials and services and $8,670,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,150,000 in media, $1,690,000 in materials and services and $6,090,000 in capitalized fees.

In 1985, the agency gained: Venice Simplon-Orient Express; People's Securities; Mass Mutual Group, pension div; Systems, Toshiba copiers; Mechanics Savings Banks. It lost: Gelco Payment Systems, travel expense control; Darien Sport Shop.

Billings breakdown: Newspapers 32%, magazines 8%, radio 28%, spot tv 25%, outdoor 1%, business papers 6%.

Top execs: Denise T. Davidoff, president. Senior vps—Phil La Borie, creative director; Richmond Hendee, director mktg; Judith Eden, copy director; Joseph J. Monachino, director acct systems. Vps—John O.A. Davidoff, finance, admin; Penelope Lind, media director. Employes: 34.

Phone: (203) 255-3425.

Davis-Newman-Payne, Knoxville, Tenn., had estimated gross income of $3,450,000 in 1985 on billings of $23,000,000. In 1984, it had estimated gross income of $2,850,000 on billings of $19,000,000.

The agency did not provide a breakout for either year.

In 1985, the agency gained: Lay Packing Co.; Citizens Union Bank; Thriftway Supermarkets (Cincinnati). It lost: United Intermountain Telephone; Redder Chevrolet.

Billings breakdown: Newspapers 3.3%, radio 21.1%, spot tv 47.8%, outdoor 3.3%, business papers 3.2%, other 21.3%.

Top execs: John Payne, president; Hal B. Atwater, Victor H. McLean, exec vps. Vps—Stuart Eichel, creative director; Janet Dawson, senior media director; Chris O'Donald, media director. Employes: 42.

Phone: (615) 688-3151.

Dawson, Johns & Black, Chicago, reported gross income of $4,303,500 in 1985 on billings of $28,700,000. In 1984, it reported gross income of $2,850,000 on billings of $19,000,000.

The agency's 1985 U.S. volume consisted of $20,250,000 in media and $8,450,000 in capitalized fees. Its 1984 U.S. volume consisted of $14,000,000 in media and $5,000,000 in capitalized fees.

In 1985, the agency gained: Noble Roman's, pizza restaurants; Talman Home Savings & Loan. It lost: Galaxy Carpet Mills; Car-X Service Systems; Coachman Industries.

Billings breakdown: Newspapers 15%, magazines 10%, supplements 5%, radio 10%, network tv 13%, spot tv 32%, cable tv 2%, outdoor 8%, business papers 5%.

Top execs: R. Powell Johns Jr., president; James P. Black, Marion D. Dawson, Robert G. Kaplan, exec vps. Employes: 52.

Phone: (312) 670-2200. ☑

DBK&O, Minneapolis, reported gross income of $2,468,000 in 1985 on billings of $16,454,000. In 1984, it reported gross income of $1,954,000 on billings of $13,029,000.

In 1985, it reported net income of $131,000, compared with $123,000 in 1984.

The agency's 1985 U.S. volume consisted of $7,014,000 in media, $3,851,000 in materials and services and $5,589,000 in capitalized fees. Its 1984 U.S. volume consisted of $4,937,000 in media, $2,970,000 in materials and services and $5,122,000 in capitalized fees.

In 1985, the agency gained: Guthrie Theater; Koolatron Corp; ONAN; GNB Inc.; Farberware; T.J. Applebee's. It lost: Oak Hall; Meyer Housewares; Mother Tucker's.

Billings breakdown: Newspapers 25%, magazines 30%, supplements 1%, radio 15%, spot tv 15%, outdoor 5%, business papers 1%, farm publications 5%, transit advertising 1%, point of sale 1%, direct mail 1%.

Top execs: Gary Bringgold, chmn-ceo. Presidents—Daniel Oberpriller, cfo; Dean Oberpriller, coo. Employes: 30.

Phone: (612) 375-9660.

de Bruyn-Rettig Advertising, El Paso, Tex., reported estimated gross income of $1,100,000 in 1985 on billings of $7,032,367. In 1984, it reported estimated gross income of $990,000 on billings of $6,598,504.

The agency's 1985 U.S. volume consisted of $3,742,103 in media and $3,290,264 in capitalized fees. Its 1984 U.S. volume consisted of $3,791,335 in media and $2,807,169 in capitalized fees.

Billings breakdown: Newspapers 3%, magazines 6%, radio 3%, network tv 8%, outdoor 2%, other 78%.

Top exec: Dick de Bruyn, president. Employes: 21.

Phone: (915) 532-4117.

Decker Guertin Cheyne, Hartford, Conn., reported gross income of $1,502,310 in 1985 on billings of $10,986,200. In 1984, it reported gross income of $1,479,556 on billings of $10,099,212.

In 1985, it reported net income of $41,711, compared with $212,215 in 1984.

The agency's 1985 U.S. volume consisted of $175,950 in media, $2,436,865 in materials and services and $8,373,385 in capitalized fees. Its 1984 U.S. volume consisted of $216,696 in media, $1,431,357 in materials and services and $8,451,159 in capitalized fees.

In 1985, the agency gained: New Britain General Hospital; Odysseum; Simon Konover & Associates, real estate mgmt; Connecticut Switch, Yankee 24 ATM Network; Connecticut Limousine Service; Glacial Confections, Mousse de Jour frozen dessert; Heublein. It lost: HealthCare; Honda Dealers Assn of Conn.

The agency did not break down its media.

Top execs: James B. Decker, chmn; Paul D. Guertin, ceo; Craig F. Cheyne, president; Ronald Nonken, senior vp, creative director. Vps—Jay S. Durepo, copy chief; Carol J. Despres, production, operations mgr; Joanne Croteau, acct mgr; Margaret J. Chatey, acct super. Employes: 27.

Phone: (203) 522-6633. ☑

Detro & Underwood, Ashland, O., reported gross income of $1,956,787 in 1985 on billings of $5,017,855. In 1984, it reported gross income of $1,711,961 on billings of $4,896,834.

The agency's 1985 U.S. volume consisted of $656,095 in media, $760,821 in materials and services and $3,600,939 in capitalized fees. Its 1984 U.S. volume consisted of $482,644 in media, $667,611 in materials and services and $3,746,579 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Promotion One.

In 1985, the agency gained: Bluewater Marine; Pal Joey, golf clubs; Scott & Fetzer, Stahl div, special truck bodies. It lost: F.E. Myers.

Billings breakdown: Newspapers 5%, magazines 20%, radio 5%, business papers 55%, Yellow Pages 5%, direct mail 10%.

Top execs: J.M. Detrow, ceo. Exec vps—G.D. Underwood, creative; M.W. Detrow, media, finance. Employes: 17.

Phone: (419) 289-0265. ☑

David Deutsch Associates, New York, reported gross income of $5,848,600 in 1985 on billings of $38,992,000. In 1984, it reported gross income of $5,002,320 on billings of $33,350,000.

The agency's 1985 U.S. volume consisted of $34,800,000 in media, $1,389,000 in materials and services and $2,803,000 in capitalized fees. Its 1984 U.S. volume consisted of $29,765,000 in media, $1,188,000 in materials and services and $2,397,000 in capitalized fees.

In 1985, the agency gained: Commtek Publishing; *Satellite Orbit* magazine; Frette, fine linens; People's Bank, Connecticut Bank; RCA Global Communications; Streets & Co. It lost: Science Mgmt Corp, Thoroughbred Educational Software.

Billings breakdown: Newspapers 10%, magazines 30%, radio 15%, spot tv 30%, cable tv 5%, outdoor 2%, business papers 5%, point of sale 1%, direct mail 2%.

Top execs: David Deutsch, chmn; James Aucone, president; Rocco Campanelli, vice-chmn; Donald Deutsch, exec vp; J. Kevin Buckley, senior vp. Employes: 61 in 2 offices.

Phone: (212) 867-0044. ☑

Deutsch, Shea & Evans, New York, reported gross income of $8,327,173 in 1985 on billings of $55,514,764. In 1984, it reported gross income of $8,146,090 on billings of $54,334,420. In 1985, it had net income of $347,990, compared with $355,849 in 1984.

The agency's 1985 and 1984 U.S. volumes were all in media.

Included in the agency's figures were returns from its offices in Washington, Los Angeles, San Francisco, Mountain View, Cal., Salt Lake City, Denver and Boston.

In 1985, the agency gained: Integrated Resources; First Nationwide Savings; Schering Plough; Southern California Edison; U.S. Leasing; United Resources; Union Bank; Vepco; Wyeth Laboratories. It lost: Aramco; Booz Allen & Hamilton; Timiplex.

Billings breakdown: Newspapers 83%, magazines 15%, radio 1%, outdoor 1%.

Top execs: Charles L. Gould, president; William T. Aitchison, Ralph Burack, exec vps; William Harris, Claire Sauerhoff, Wilma Yowell, senior vps. Employes: 153 in 8 offices.

Phone: (212) 688-0500.

DFK Advertising, New York, reported gross income of $525,000 in 1985 on billings of $3,500,250. In 1984, it reported gross income of $550,000 on billings of $3,700,250.

The agency's 1985 U.S. volume consisted of $2,750,000 in media, $250,000 in materials and services and $500,250 in capitalized fees. Its 1984 U.S. volume consisted of $2,900,000 in media, $300,000 in materials and services and $500,250 in capitalized fees.

Billings breakdown: Newspapers 20%, magazines 35%, radio 15%, business papers 10%, direct mail 15%.

Top execs: David Krieger, president; Seymour Davis, Herb Fried, vps. Employes: 10.

Phone: (212) 696-0766. ☑

Dickison & Rakaseder, Westport, Conn., reported gross income of $1,477,000 in 1985 on billings of $10,049,838. The agency did not provide figures for 1984.

The agency's 1985 U.S. volume consisted of $5,120,000 in media, $692,841 in materials and services and $4,236,997 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- D&R/Brandt, pr
- D&R Direct.

In 1985, the agency gained: Grolier, encyclopedias and electronic publishing; Fruitrich Cadillac-Oldsmobile; Intercorp, business publications; Treatcare Technologies; Alcoholism Council of Greater New York. It lost: ProActive, Q-Gen software.

Billings breakdown: Newspapers 19.1%, magazines 38.8%, radio 2.7%, spot tv 8.5%, direct mail 2.5%, catalogs 14.4%, pr 14%.

Top execs: Donald L. Dickison, chmn; Ronald S. Rakaseder, president; William L. Ziegler, Wayne C. Slockbower, senior vps; Laura G. Martineau, assoc creative director. Employes: 17.

Phone: (203) 226-1296.

Didday & Branch, Cincinnati, reported gross income of $1,085,682 in 1985 on billings of $4,523,865. In 1984, it reported gross income of $1,049,772 on billings of $4,518,371.

The agency's 1985 U.S. volume consisted of $149,000 in media, $304,048 in materials and services and $4,219,668 in capitalized fees. Its 1984 U.S. volume consisted of $150,268 in media, $287,758 in materials and services and $4,080,345 in capitalized fees.

Billings breakdown: Magazines 5%; point of sale 10%, direct mail 20%, catalogs 10%, sales promo 55%.

Top execs: Kerry B. Didday, president; Harold Branch, secretary, treasurer. Employes: 20.

Phone: (513) 751-1730. ☑

DiIorio, Wergeles, New York, reported gross income of $2,000,000 in

Top 25 U.S. cities by 1985 U.S. agency billings

Rank	City	Total agency billings	Total shops*
1	New York	$19,442,710,142	209
2	Chicago	4,261,862,466	67
3	Los Angeles	2,200,514,236	53
4	Detroit	1,746,270,306	20
5	Dallas	893,252,105	18
6	Minneapolis	866,461,069	23
7	San Francisco	862,889,768	31
8	Boston	834,174,746	27
9	Philadelphia	603,928,439	32
10	Cleveland	537,161,355	17
11	St. Louis	508,981,709	11
12	Pittsburgh	476,546,987	9
13	Atlanta	459,500,503	25
14	Kansas City	304,575,308	12
15	Baltimore	283,896,389	11
16	Houston	274,549,322	19
17	Milwaukee	265,675,626	12
18	Birmingham, Ala.	190,761,303	3
19	Miami	164,020,908	11
20	Washington	157,081,818	9
21	Seattle	145,246,560	10
22	Denver	141,060,859	7
23	Hartford, Ct.	119,554,753	8
24	Rochester, N.Y.	113,443,428	5
25	Buffalo	110,077,480	4

* Number of shops reporting for this issue

NOTE: Cities include metropolitan areas. Where possible, billings breakdowns of large agencies were obtained by individual office. Some estimates were used.

1985 on billings of $13,300,000. In 1984, it reported gross income of $1,500,000 on billings of $10,000,000.

The agency's 1985 U.S. volume consisted of $12,500,000 in media and $800,000 in materials and services. Its 1984 U.S. volume consisted of $9,500,000 in media and $500,000 in materials and services.

In 1985, the agency gained: Laird & Co., Laird's Applejack; All American Gourmet Co., Budget Gourmet Slim Line; N.Y. Taxi & Limousine Commission.

Billings breakdown: Newspapers 10%, radio 10%, spot tv 75%, outdoor 2%, business papers 3%.

Top execs: Donald S. Wergeles, chmn; Julio Dilorio, president. Employes: 20.

Phone: (212) 986-7850.

Dodson, Craddock & Born Advertising, Pensacola, Fla., reported gross income of $203,600 in 1985 on billings of $2,746,416. In 1984, it reported gross income of $277,228 on billings of $3,905,488.

In 1985, it reported a net loss of $18,760, compared with a net loss of $3,494 in 1984.

The agency's 1985 U.S. volume consisted of $857,600 in media, $194,700 in materials and services and $1,694,116 in capitalized fees. Its 1984 U.S. volume consisted of $1,201,000 in media, $325,500 in materials and services and $2,378,988 in capitalized fees.

In 1985, the agency gained: APW/JWC Warehouses; R&R Products; Gold Anchor Club; Southern Ventures; Chapman Corp. It lost: Northview Funeral Home; Duval First Corp; Garrett Marine.

Billings breakdown: Newspapers 21.6%, magazines 8.3%, supplements 16.4%, radio 24.9%, spot tv 9.2%, cable tv 0.4%, outdoor 15.2%, point of sale 0.8%, Yellow Pages 2.5%, direct mail 0.4%, direct response magazines 0.2%, free-standing inserts 0.1%.

Top exec: Frank W. Craddock, president. Employes: 10.

Phone: (904) 433-8314. ☑

Doe-Anderson Advertising Agency, Louisville, reported gross income of $3,918,995 in 1985 on billings of $26,452,903. In 1984, it reported gross income of $3,672,938 on billings of $26,176,147.

The agency's 1985 U.S. volume consisted of $13,855,283 in media, $2,328,862 in materials and services and $10,268,758 in capitalized fees. Its 1984 U.S. volume consisted of $13,725,208 in media, $2,447,753 in materials and services and $10,003,186 in capitalized fees.

The agency did not consolidate subsidiary:

- Doe-Anderson Public Relations

In 1985, the agency gained: JH Systems; Byrd Industries; Wolverine Toy Co.; Prevent A Care Health Services. It lost: Henry Vogt Machine Co.; Fetzer Broadcasting Co.

Billings breakdown: Newspapers 6%, magazines 18%, radio 6%, spot tv 13%, outdoor 3%, business papers 15%, Yellow Pages 39%.

Top execs: Robert A. Allison, president-ceo; Philip D. Payne, James S. Linsey, exec vps; Robert J. Beggs, senior vp.

Phone: (502) 589-1700. ☑

Dorland & Sweeney, Philadelphia, reported gross income of $1,270,425 in 1985 on billings of $8,577,839. In 1984, it reported gross income of $1,205,558 on billings of $8,059,028.

The agency's 1985 U.S. volume consisted of $481,849 in media, $877,976 in materials and services and $7,218,014 in capitalized fees. Its 1984 U.S. volume consisted of $315,247 in media, $748,118 in materials and services and $6,995,663 in capitalized fees.

Billings breakdown: Newspapers 24%, medical journals 46%, direct mail 30%.

Top execs: Harry A. Sweeney Jr., president, creative director; Richard Jones, exec vp, design director; Rita F. Sweeney, senior vp, pr director. Employes: 25.

Phone: (215) 625-0111. ☑

Dorritie & Lyons, New York, had estimated gross income of $3,760,000 in 1985 on billings of $36,750,000. In 1984, it had estimated gross income of $5,000,000 on billings of $32,500,000.

The agency's 1985 U.S. volume consisted of $25,050,000 in media, $5,750,000 in materials and services and $5,950,000 in capitalized fees. Its 1984 U.S. volume consisted of $23,100,000 in media, $4,800,000 in materials and services and $4,600,000 in capitalized fees.

In 1985, the agency gained: Genentech, Protropin; Winthrop Breon Laboratories, Tornalate.

Billings breakdown: Medical journals 65%, cable tv 1%, point of sale 13%, direct mail 4%, educational 17%.

Top execs: John F. Dorritie, president; Michael J. Lyons, senior exec vp, creative director; Albert G. Nickel, exec vp, director operations. Senior vps—James Stroup, director client services; Thomas Velardi, director art services; William Brown, director copy services; Martin McNamara, mgmt group super. Employes: 38.

Phone: (212) 687-9394. ☑

Dallas C. Dort & Co., Flint, Mich., had estimated gross income of $1,200,000 in 1985 on billings of $8,055,546. In 1984, it had estimated gross income of $683,000 on billings of $4,498,391.

The agency's 1985 U.S. volume consisted of $2,692,339 in media, $592,303 in materials and services and $4,770,904 in capitalized fees. Its 1984 U.S. volume consisted of $1,473,578 in media, $310,083 in materials and services and $2,714,730 in capitalized fees.

In 1985, the agency gained: Big Brothers/Big Sisters; WNEM-TV; City Bank of Jackson; United Pediatrics Society; Mott Children's Health Center; New Century Bank; Northbank Center. It lost: Hamady Brothers Food Stores; City Bank.

Billings breakdown: Newspapers 30%, radio 20%, network tv 40%, outdoor 10%.

Top execs: Dallas C. Dort, president; James W. Klock, senior vp, client services. Employes: 22.

Phone: (313) 238-4677. ☑

Doyle Graf Mabley, New York, formerly Henderson Friedlich, Graf & Doyle, reported gross income of $4,747,300 in 1985 on billings of $31,650,000. In 1984, it reported gross income of $3,978,400 on billings of $28,875,900.

The agency's 1985 U.S. volume consisted of $21,387,600 in media, $7,140,900 in materials and services and $3,121,500 in capitalized fees. Its 1984 U.S. volume consisted of $19,948,800 in media, $6,574,000 in materials and services and $2,353,100 in capitalized fees.

In 1985, the agency gained: Hilton Intl Co.; Philips Medical Systems; WNYC. It lost: Mead Data Central, reassigned in January, 1986.

Billings breakdown: Newspapers 15%, magazines 40%, medical journals 3%, radio 15%, spot tv 20%, cable tv 5%, outdoor 1%, business papers 1%.

Top execs: William S. Doyle, president-ceo; Hubert Graf, chmn, creative [illegible], worldwide; Thomas Mabley [illegible] creative director, U.S.; Charles Fredericks, exec vp-coo. Employes: 68.

Phone: (212) 687-2300. ☑

D.P.L. Advertising, Battle Creek, Mich., reported gross income of $500,376 in 1985 on billings of $3,187,356. In 1984, it reported gross income of $479,459 on billings of $3,059,198.

The agency's 1985 U.S. volume consisted of $220,000 in media, $448,630 in materials and services and $2,518,726 in capitalized fees. Its 1984 U.S. volume consisted of $418,400 in media, $424,911 in materials and services and $2,215,887 in capitalized fees.

In 1985, the agency gained: Belco Industries; Domestic Sales Corp; Interbake Foods.

Billings breakdown: Newspapers 6%, magazines 12%, radio 1%, business papers 71%, point of sale 4%, direct mail 5%, telemarketing 1%.

Top execs: Perry L. Phillips, president; Mark Barry, gm; Lois Munn, production mgr. Employes: 12.

Phone: (616) 965-7255. ☑

DR Group, with joint headquarters in Boston and New York, reported gross income of $3,535,000 in 1985 on billings of $31,958,000. In 1984, it reported gross income of $3,308,000 on billings of $27,594,000.

The agency's 1985 U.S. volume consisted of an estimated $400,000 in media, $8,380,000 in materials and services and $23,178,000 in capitalized fees. Its 1984 U.S. volume consisted of $350,000 in media, $5,533,000 in materials and services and $21,711,000 in capitalized fees.

In 1985, the agency gained: AT&T Communications, long-distance gift certificates; Rhode Island Hospital Trust; John Wiley & Sons; Boston Gas; Joint Center for Political Studies. It lost: ABC Entertainment; Wadsworth Professional Software.

Billings breakdown: Newspapers 1%, magazines 1%, radio 1%, direct mail 51%, printed promo materials 46%.

Top execs: George J. Zahka, chmn, co-ceo; C. James Schaefer, president, co-ceo; Arthur R. Wilson, exec vp; William S. Stockdale, group senior vp; William C. Allen, Lawrence K. Carlbon, Peter Rossi, senior vps; Margaret C. Rodgers, first vp. Employes: 60 in 3 offices.

Phone: (617) 482-7300.

Drossman Lehmann Marino, New York, reported gross income of $1,765,000 in 1985 on billings of $17,332,000. In 1984, it reported gross income of $2,132,399 on billings of $14,221,760.

The agency's 1985 U.S. volume consisted of $11,694,000 in media, $1,869,000 in materials and services and $3,769,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,543,277 in materials and services and $10,678,483 in capitalized fees.

In 1985, the agency gained: Paleta Intl, FrozFruit; Alfin fragrances; Continental Insurance, Insurancenter; Dallek. It lost: Commodore Business Machines; Bide-A-Wee Home Assn.

Billings breakdown: Newspapers 29%, magazines 11%, radio 5%, network tv 52%, spot tv 3%.

Top execs: Neil Drossman, chmn; Charles Lehmann, president; Domenick Marino, creative vp. Employes: 22.

Phone: (212) 683-0888. ☑

Dudreck DePaul Ficco & Morgan, Pittsburgh, reported gross income of $2,020,000 in 1985 on billings of $15,900,000. In 1984, it reported gross income of $2,110,000 on billings of $14,500,000.

The agency's 1985 U.S. volume consisted of $6,420,000 in media, $2,180,000 in materials and services and $7,300,000 in capitalized fees. Its 1984 U.S. volume consisted of $6,004,000 in media, $2,625,000 in materials and services and $5,871,000 in capitalized fees.

Included in the agency's figures were returns from its office in Boca Raton, Fla.

In 1985, the agency gained: Pittsburgh Hilton Hotel; 3WS/WTKN Radio; TCI Cable Television; Southwest Medical Assn; Verotex; Hackers Helper Stores; Grubb & Ellis, Oliver Realty div; Boca Research; Natl Develop Corp; H.H. Robertson, projects. It lost: Fireplace Stores.

Billings breakdown: Newspapers 7.7%, magazines 6.4%, radio 14.3%, spot tv 45.8%, outdoor 2.6%, business papers 14.3%, point of sale 1.6%, Yellow Pages 0.5%, direct mail 6.8%.

Top execs: Albert W. Dudreck, chmn-ceo; John D. DePaul, president. Exec vps—James V. Ficco, Jr.; Paul J. Morgan, creative operations. Senior vps—Lee Karon, media; Gary L. Doughty, finance; Edward M. Zebert, operations. Employes: 43 in 2 offices.

Phone: (412) 242-2580.

Duffy & Shanley, Providence, R.I., reported gross income of $2,124,000 in 1985 on billings of $14,233,900. In 1984, it reported gross income of $1,716,625 on billings of $11,449,722.

In 1985, it reported net income of $198,800, compared with $127,001 in 1984.

The agency's 1985 U.S. volume consisted of $2,968,784 in media, $1,660,396 in materials and services and $9,604,720 in capitalized fees. Its 1984 U.S. volume consisted of $2,184,392 in media, $1,136,681 in materials and services and $8,128,649 in capitalized fees.

In 1985, the agency gained: Marcam; G Tech; Savin; Inverrary Hilton; Dunfey City Line; Dunfey Sugarloaf (Maine); Providence Journal; Edgehill; R.I. Medical Society; People's, banking. It lost: RISE Institute; Newport Creamery.

Billings breakdown: Newspapers 39%, magazines 19%, radio 12%, spot tv 20%, outdoor 10%.

Top execs: David A. Duffy, president. Exec vps—Joseph V. Shanley; Paul G. Collins, pr. Robert L. Newbert, Jr., senior vp. Employes: 50.

Phone: (401) 274-0001. ☑

Dugan/Farley Communications Associates, Upper Saddle River, N.J., reported gross income of $5,238,215 in 1985 on billings of $34,291,977. In 1984, it reported gross income of $4,568,637 on billings of $29,854,115.

The agency's 1985 U.S. volume consisted of $4,899,618 in media, $3,635,801 in materials and services and $25,756,558 in capitalized fees. Its 1984 U.S. volume consisted of $4,860,702 in media, $2,789,484 in materials and services and $22,203,929 in capitalized fees.

In 1985, the agency gained: Cyanamid Intl, Novantrone; Glenbrook Laboratories, Calcitrel professional promotions; Ciba-Geigy, progestamate. It lost: Alcon Laboratories.

Billings breakdown: Medical journals 60%, direct mail 12%, telemarketing 3%, other 25%.

Top execs: E. John Farley, exec vp. Senior vps—Clayton L. Wallington, Jr., director client services; Martin Ross; Eric Rathje. Employes: 40.

Phone: (201) 934-0720.

Michael Dweck & Co., New York, reported gross income of $432,625 in 1985 on billings of $2,892,350. In 1984, it reported gross income of $264,750 on billings of $1,665,550.

The agency's 1985 U.S. volume consisted of $1,100,000 in media, $425,000 in materials and services and $1,367,350 in capitalized fees. Its 1984 U.S. volume consisted of $420,000 in media, $245,000 in materials and services and $1,000,550 in capitalized fees.

In 1985, the agency gained: Nathan's Famous, natl "Famous" fast food account; Tropic-Tex, wholesale mfr; Cutco Corp, Great Expectations, Haircrafters. It lost: BR Satellite.

Billings breakdown: Newspapers 25%, magazines 20%, radio 15%, outdoor 10%, point of sale 10%, direct mail 10%, catalogs 5%, direct response newspapers 5%.

Top exec: Michael Dweck, president. Employes: 7.

Phone: (212) 695-2330. ☑

Dwelley, Citrin & Associates, Poughkeepsie, N.Y., had estimated gross income of $1,380,000 in 1985 on billings of $9,200,000. In 1984, it had estimated gross income of $1,320,000 on billings of $8,800,000.

In 1985, the agency gained: Johnson Ford Isuzu; Independence Square Hotel; Provident Savings Bank; Natl Micronetics.

Billings breakdown: Newspapers 12%, magazines 15%, radio 30%, outdoor 7%, business papers 11%, direct mail 18%, catalogs 7%.

Top execs: Richard A. Dwelley, chmn; Michael S. Citrin, president-ceo; Barbara J. Ralston, media director, business affairs mgr. Employes: 10.

Phone: (914) 452-8080.

DynaMedia Advertising, Tampa, Fla., had estimated gross income of $1,080,000 in 1985 on billings of $7,200,000. In 1984, it had estimated gross income of $780,000 on billings of $5,200,000.

The agency did not provide a media breakout for 1985 or 1984.

In 1985, the agency gained: Lykes Devel Corp; Landmark Bank; Morton Plant Hospital; Texgas, propane; Gulf Coast Chevrolet Dealers; Manatee Auto Dealers; Tampa New Auto Dealers Assn; Lou Bachrodt Chevrolet Dealer; Kash N' Karry Food Stores; Beach Cottage Condominiums; Du Pont Registry; Belleair Towers, residential; Boats Unlimited; Fitness Focus. It lost: Your Doctor's Office; Shipwatch; Beacon Homes.

Billings breakdown: Newspapers 9%, magazines 1%, radio 9%, spot tv 45%, outdoor 6%, business papers 4%, collateral 26%.

Top execs: James MacGregor, chmn; Cody Lowry, president. Employes: 16.

Phone: (813) 877-9591.

Ehrig & Associates, Seattle, reported a gross income of $2,550,600 in 1985 on billings of $17,004,182. In 1984, it reported gross income of $2,099,877 on billings of $14,108,057.

The agency's 1985 U.S. volume consisted of $9,077,207 in media, $2,094,100 in materials and services and $5,832,875 in capitalized fees. Its 1984 U.S. volume consisted of $7,698,133 in media, $1,691,313 in materials and services and $4,718,611 in capitalized fees.

In 1985, the agency gained: Gateway Towers; Evergreen Hospital; Pleko prods; Bellevue Properties. It lost: Island Jet Foil Transportation; Washington State Department of Economic Devel.

Billings breakdown: Newspapers 58%, magazines 8%, radio 12%, spot tv 10%, outdoor 3%, business papers 6%, transit advertising 2%, Yellow Pages 1%.

Top execs: Jack Ehrig, president-chmn; Vicki Brems, exec vp, creative director. Employes: 40.

Phone: (206) 441-6666.

Eidel Marketing Communications, Briarcliff Manor, N.Y., reported gross income of $202,958 in 1985 on billings of $1,305,626. In 1984, it reported gross income of $204,033 on billings of $1,148,337.

The agency's 1985 U.S. volume consisted of $420,000 in media, $143,402 in materials and services and $742,224 in capitalized fees. Its 1984 U.S. volume consisted of $530,000 in media, $100,432 in materials and services and $517,905 in capitalized fees.

In 1985, the agency gained: Fleet-Weather; Herrick Feinstein; Human Resource Services. It lost: Nassau Center for the Developmentally Disabled; Natl Pension Service.

Billings breakdown: Newspapers 10%, magazines 15%, radio 5%, business papers 30%, direct mail 35%, catalogs 5%.

Top exec: Zen Eidel, president, creative director. Employes: 3.

Phone: (914) 762-4985. ☑

Eisner & Associates, Baltimore, reported gross income of $4,314,049 in 1985 on billings of $30,097,866. In 1984, it reported gross income of $3,795,920 on billings of $25,229,618.

The agency's 1985 U.S. volume consisted of $18,471,998 in media, $3,228,785 in materials and services and $8,397,083 in capitalized fees. Its 1984 U.S. volume consisted of $15,934,800 in media, $2,321,200 in materials and services and $6,973,618 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Eisner/Seder, political consultants
- Sojourn Productions, tv
- Eisner Public Relations
- Eisner Market Research.

The agency also consolidated returns from its offices in Stevenson, Md., and Washington.

In 1985, the agency gained: Luskin's, appliance and electronic chain; Tokyo Shapiro, electronic chain; Sound & Sight, electronic chain; Eastern Savings Bank; Natl Bowling Council, youth promo; American Council on Alcoholism; Chesapeake Services; I.C. Isaacs, clothing mfg; Beneteau (USA) Ltd., yachts. It lost: Metro Federal Savings & Loan.

Billings breakdown: Newspapers 19%, magazines 10%, radio 22%, spot tv 32%, cable tv 2%, outdoor 3%, business papers 6%, point of sale 3%, direct mail 2.5%, free-standing inserts 0.5%.

Top execs: Henry W. Eisner, chmn; Steven C. Eisner, president; Dan Stachurski, Sidney L. Cohen, Sharyn Williamson, Byron Tucker, Dan Harrison, senior vps. Employes: 74 in 3 offices.

Phone: (301) 685-3390. ☑

William Eisner & Associates, Milwaukee, reported gross income of $1,947,205 in 1985 on billings of $13,225,632. In 1984, it reported gross income of $1,400,960 on billings of $9,217,525.

In 1985, it reported net income of $42,504, compared with $49,436 in 1984.

The agency's 1985 U.S. volume consisted of $3,734,543 in media, $1,562,934 in materials and services and $7,928,155 in capitalized fees. Its 1984 U.S. volume consisted of $2,224,006 in media, $1,185,423 in materials and services and $5,808,096 in capitalized fees.

Included in the agency's figures were returns from its office in Appleton, Wis.

Billings breakdown: Newspapers 13%, magazines 27%, radio 6%, spot tv 7%, outdoor 4%, business papers 2%, other 41%.

Top execs: William F. Eisner, president. Vps—William A. Eisner, creative; Craig L. Gruenberg, finance; Craig Kapp, acct services. Employes: 48 in 2 offices.

Phone: (414) 425-8800.

Elbert Advertising Agency, Norwood, Mass., reported gross income of $363,150 in 1985 on billings of $2,142,919. In 1984, it reported gross income of $351,881 on billings of $2,046,069.

The agency's 1985 U.S. volume consisted of $660,827 in media, $278,679 in materials and services and $1,203,413 in capitalized fees. Its 1984 U.S. volume consisted of $594,732 in media, $300,375 in materials and services and $1,150,962 in capitalized fees.

In 1985, the agency gained: Bemis Associates, adhesive films and coatings.

Billings breakdown: Newspapers 19.4%, magazines 1%, radio 1%, spot tv 1.1%, business papers 67.8%, point of sale 1.3%, Yellow Pages 0.8%, direct mail 7.6%.

Top exec: Elbert A. Taitz, president. Employes: 6.

Phone: (617) 769-7666.

Elkman Advertising, Bala Cynwyd, Pa., reported gross income of $5,553,000 in 1985 on billings of $45,174,000. In 1984, it reported gross income of $4,565,000 on billings of $37,857,500.

The agency's 1985 U.S. volume consisted of $26,750,000 in media, $3,750,000 in materials and services and $14,674,000 in capitalized fees. Its 1984 U.S. volume consisted of $22,850,000 in media, $3,335,000 in materials and services and $11,672,500 in capitalized fees.

In 1985, the agency gained: Du Pont; Continental Bank; First Jersey Natl Bank; Greenview Lawn & Garden prods; Fairmont Institute. It lost: Beneficial Bank; Heritage Bank; Mitnick Organization.

Billings breakdown: Newspapers 14%, magazines 4%, radio 25%, spot tv 53%, outdoor 2%, other 2%.

Top execs: Stanley Elkman, ceo; Donald M. Tuckerman, president; Donald Rosenblit, senior exec vp; David Phillips, exec vp; Tim Colestock, Martin Sherman, senior vps. Employes: 110 in 2 offices.

Phone: (215) 835-2400. ☑

Emerson Lane Fortuna, Boston, reported gross income of $1,827,000 in 1985 on billings of $15,123,000. In 1984, it reported gross income of $1,508,000 on billings of $12,478,000. In 1985, it had net income of $25,000, compared with $92,000 in 1984.

The agency's 1985 U.S. volume consisted of $4,538,000 in media, $1,787,000 in materials and services and $8,798,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,746,000 in media, $1,475,000 in materials and services and $7,257,000 in capitalized fees.

In 1985, the agency gained: Corcoran, Mullins, Jennison, real estate devel; Fidelity Investments, IRA prods. It lost: Marriott Hotels (New England region).

Billings breakdown: Newspapers 12.8%, magazines 16.1%, supplements 1%, radio 31.5%, spot tv 29.2%, cable tv 1%, outdoor 0.2%, business papers 1%, transit advertising 1%, point of sale 2%, direct mail 1.8%, catalogs 0.4%, free-standing inserts 2%.

Top execs: Robert B. Emerson, president. Senior vps—Keith D. Lane, Michael B. Fortuna, creative directors; Richard A.M. Lyon, cfo. Employes: 35.

Phone: (617) 720-2424.

Emerson Marketing Agency, New York, reported gross income of $866,411 in 1985 on billings of $5,621,384. In 1984, it reported gross income of $770,216 on billings of $5,049,003.

In 1985, it reported net income of $398,763, compared with $342,507 in 1984.

The agency's 1985 U.S. volume consisted of $625,400 in media, $425,700 in materials and services and $4,570,284 in capitalized fees. Its 1984 U.S. volume consisted of $585,200 in media, $355,750 in materials and services and $4,108,053 in capitalized fees.

In 1985, the agency gained: C.C.M.I./McGraw-Hill; Printronic Corp of America; Roy Electric Co.

Billings breakdown: Newspapers 3%, magazines 5%, supplements 5%, business papers 5%, Yellow Pages 3%, direct mail 20%, catalogs 20%, direct response tv 5%, direct response radio 2%, direct response newspapers 12%, direct response magazines 15%, free-standing inserts 5%.

Top execs: Andi Emerson, president; Lee Marc Stein, exec vp. Employes: 5.

Phone: (212) 213-0320.

John Emmerling Inc., New York, reported gross income of $2,103,970 in 1985 on billings of $14,027,000. In

Color Consciousness

It's why consumers prefer Hanes.

We make it our business to know about consumers and the colors they like...and our hot fashion colors for Spring and Summer 1986 prove it. They include Jade, Fuchsia, Radiant Yellow, Royal Blue, Poppy Orange, and White. How do we know they'll be hot? We keep a close watch on the market and talk to fashion experts who help us get inside consumers' heads to find out what they really want.

And we don't just know about them. They know about us—and we're building on that recognition with national consumer advertising. So when you decide what to carry in 1986, we suggest you do what consumers do. Keep Hanes fashion colors in mind.

Hanes

1984, it reported gross income of $1,986,000 on billings of $13,240,000.

The agency's 1985 U.S. volume consisted of $10,135,130 in media, $2,820,000 in materials and services and $1,071,870 in capitalized fees. Its 1984 U.S. volume consisted of $9,173,000 in media, $2,019,000 in materials and services and $2,048,000 in capitalized fees.

In 1985, the agency gained: Italian Trade Commission, Italian leather goods; Time Inc., *Discover* magazine, ad sales promo.

Billings breakdown: Newspapers 5%, magazines 24%, radio 15%, spot tv 38%, business papers 7%, transit advertising 2%, direct response magazines 9%.

Top execs: John Emmerling, chmn-ceo; James R. Guthrie, president-coo; Arthur P. Gilmore, exec vp; Russell G. Finley, senior vp. Employes: 18.

Phone: (212) 751-7460.

Ephron, Raboy, Tsao & Kurnit Advertising, New York, previously Epstein, Raboy Advertising, reported gross income of $6,429,600 in 1985 on billings of $42,864,600. In 1984, it reported gross income of $4,680,500 on billings of $31,203,700.

The agency's 1985 U.S. volume consisted of $39,161,700 in media, $2,961,900 in materials and services and $741,000 in capitalized fees. Its 1984 U.S. volume consisted of $28,060,600 in media, $2,697,500 in materials and services and $445,600 in capitalized fees.

In 1985, the agency gained: Caldor, dept stores; Hoechst-Roussel Pharmaceuticals, Trental, Merital, Diabeta, Doxidan; Members Only; Olsten Corp, Olsten temporary services; Fabil, children's clothing; Regal Brands, Sempe Armagnac, Laphroaig Scotch. It lost: Buckingham-Wile, Dry Sack; Knoll Intl, office furniture and fabrics.

Billings breakdown: Newspapers 4%, magazines 11%, supplements 1%, radio 4%, network tv 10%, spot tv 45%, cable tv 2%, outdoor 1%, business papers 5%, transit advertising 1%, direct mail 1%, direct response tv 6%, direct response newspapers 7%, direct response magazines 2%.

Top execs: Shepard Kurnit, chmn; Richard Raboy, president. Exec vps—Erwin Ephron, coo-director mktg services; Alex Tsao, creative director. Senior vps—Richard Sawyer, director client services; Robert Marks, group acct director; Ann-Marie Light, exec art director; Edythe Stevenson, copy super; Ruby Gottlieb, media director. Employes: 59.

Phone: (212) 688-4000. ☑

Epsilon Data Management, Burlington, Mass., had estimated gross income of $5,930,000 in 1985 on billings of $35,772,000. In 1984, it reported gross income of $5,620,000 on billings of $33,910,000.

The agency's 1985 U.S. volume consisted of an estimated $21,228,000 in materials and services and an estimated $14,544,000 in capitalized fees. Its 1984 U.S. volume consisted of $20,123,000 in materials and services and $13,787,000 in capitalized fees.

Included in the agency's figures were returns from its offices in Chicago, Dallas and Newport Beach, Cal.

Billings breakdown: Spot tv 0.5%, point of sale 0.5%, direct mail 99%.

Top execs: Thomas O. Jones, president-ceo. Senior vps—Robert J. Drummond, commercial mktg; John E. Groman, new accts mktg; Stephen A. Cone, Direct Responses Services; Timothy A. Hult, Information Services. Vps—Charles C. Carey, commercial mktg; Gene M. Henderson, new acct mktg (West); Elizabeth B. Smith, new accts mktg (East); Timothy C. Smith, direct response; David A. Fish, systems; Edward L. Stahl, consumer mktg; Ian C. Thompson, Not For Profit Marketing; Robert Romasco, finance, admin. Employes: 730 in 4 offices.

Phone: (617) 273-0250.

Eric Ericson & Associates, Nashville, Tenn., reported gross income of $4,372,007 in 1985 on billings of $31,179,943. In 1984, it reported gross income of $3,496,056 on billings of $26,159,157.

In 1985, it reported net income of $4,240, compared with $16,087 in 1984.

The agency's 1985 U.S. volume consisted of $12,135,236 in media, $4,619,518 in materials and services and $14,425,189 in capitalized fees. Its 1984 U.S. volume consisted of $10,285,243 in media, $3,649,605 in materials and services and $12,224,309 in capitalized fees.

Included in the agency's figures were returns from subsidiary:
- Creative House, photography and typesetting.

In 1985, the agency gained: O'doms/Tennessee Pride; Green Hills Mall; Cellular One; Laing Properties; HCA Medical Rsch; Gaylord Syndicom; Medline. It lost: Ceco Metal Buildings; Southern Hospitality.

Billings breakdown: Newspapers 8.1%, magazines 26.6%, radio 14.9%, spot tv 40.9%, cable tv 4.5%, outdoor 4.9%, Yellow Pages 0.1%.

Top execs: Eric Ericson, chmn; Janice Wendell, vice chmn; Gary Haynes, president. Employes: 95.

Phone: (615) 242-1050. ☑

Estey-Hoover, Irvine, Cal., reported gross income of $784,0[illegible]4 in 1985 on billings of $10,218,344. In 1984, it reported gross income of $646,132, on billings of $8,262,540.

In 1985, it reported net income of $81,263, compared with $6[illegible],426 in 1984.

The agency's 1985 U.S. volume consisted of $324,624 in media, $719,402 in materials and services and $9,174,318 in capitalized fees. Its 1984 U.S. volume consisted of $261,410 in media, $584,157 in materials and services and $7,416,[illegible]3 in capitalized fees.

Billings breakdown: Newspapers 30%, magazines 50%, medical journals 10%, radio 2%, spot tv 3%, point of sale 1%, direct mail 3%, direct response magazines 1%.

Top exec: Daniel W. Hoover, president. Employes: 20.

Phone: (714) 756-8501.

Faller, Klenk & Quinlan, Buffalo, N.Y., reported gross income of $8,027,542 in 1985 on billings of $51,456,480. In 1984, it reported gross income of $6,147,354 on billings of $35,437,205.

In 1985, it had net income of $647,538, compared with $335,472 in 1984.

The agency's 1985 U.S. volume consisted of $24,583,494 in media, $14,437,925 in materials and services and $12,435,061 in capitalized fees. Its 1984 U.S. volume consisted of $19,364,166 in media, $11,372,604 in materials and services and $4,700,435 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Direct Response Marketing
- Public Relations
- PhotoPros

The agency also consolidated its offices in Clearwater, Fla.; San Francisco, Charlotte, N.C.; Tampa, Fla., and Buffalo, which includes the Buffalo office, Direct Marketing, Public Relations and PhotoPros.

In 1985, the agency gained: Buffalo—Acu-Rite, machine tool mfr; Petri Baking; Columbus McKinnon, electric hoists; American Equity, real estate devel; Children's Hospital; CONAX, temperature sensors; Dealers Choice, rust proofing; Pelonis, disc furnaces; Electrochem, lithium batteries; Secret Pantyhose; Buffalo Hyatt Hotels. Clearwater: Bronztan Corp; Advanced Protection Technologies; Sale Sluge Suppressors Chi-Chi's Mexican Restaurants; Chlorde Inc., batteries; Landmark Union Trust Bank. San Francisco—California Table Grape Commission; Marin General Hospital; New Zealand Apple & Pear Mktg Board, Grannysmith apples; Valid Logic Systems. It lost: Aimco, brakes and drums; Air Technologies, dental equipment; Canor Design, architecture; Darien Lake, theme park; Executive Motor Inn; Keystone Mfg, appliances; Shelley Foods Co.; Vivadent USA, dental fillers; Southwood Corp., wood sign systems.

Billings breakdown: Newspapers 17%, magazines 21%, medical journals 3%, supplements 1%, radio 10%, network tv 1%, spot tv 11%, cable tv 2%, outdoor 1.5%, business papers 2%, farm publications 1%, transit advertising 0.5%, point of sale 7%, Yellow Pages 1%, direct mail 10%, catalogs 2%, direct response tv 0.5%, direct response radio 0.5%, direct response newspapers 1%, direct response magazines 1%, telemarketing 1%, freestanding inserts 4%, photography 1%.

Top execs: Buffalo—Robert O. Faller, president-ceo, chmn. Exec vps—Reginald V. Williams III, coo, gm; Raymond D. Owczarzak, creative director; Alvin I. Klenk, creative chmn; Lawlor F. Quinlan, director client services. Vps—Douglas E. Kellner, cfo; John Moore, Walt Frazier, Jack Pilarski, groups supers; Patrick Stickney, creative director. Charlotte—J.W. Urey III, exec vp, gm; Roger Shephard, vp, creative director; Patricia Paris, media planner, buyer; Sheila Dulin, senior writer, producer. Clearwater—Robert O. Faller, president; John Holmes, vp acct super; Buck Poppell, acct super. San Francisco—Reginald V. Williams III, exec vp-coo; Melvin I. Klenk, creative chmn; Martin D. Fischer, exec vp. Vps—David Torme, design div; Clyde Folley, client services. Employes: 175 in 6 offices.

Phone: (716) 688-1177.

Fearon/GBA Advertising, New York, had estimated gross income of $525,000 in 1985 on billings of $3,500,000. The agency did not report for 1984.

In 1985, the agency gained: Effanbee Doll Co.; Columbia University Executive Program; Halcyon Cove Beach Resort & Casino; Golo Footwear Corp; Projects; Fisher Bros.; St. Andrews-Boca Raton; Group W TV; Manhattan Television Center; Prudential Real Estate; Evans Partnership; HBO Premier Films; Security Capital Corp.

Billings breakdown: Newspapers 20%, magazines 40%, cable tv 5%, business and trade papers 10%, direct mail 5%, collateral 10%.

Top execs: Robert Fearon, president. Vps—Aubrey Balkind, mktg; Phil Gips, art. Diana Graham, head art director. Employes: 43 in 3 offices.

Phone: (212) 421-5888.

Fensholt Inc., Lombard, Ill., reported gross income of $753,145 in 1985 on billings of $5,608,336. In 1984, it reported gross income of $719,809 on billings of $5,389,968.

The agency's 1985 U.S. volume consisted of $1,438,949 in media, $1,301,621 in materials and services and $2,867,766 in capitalized fees. Its 1984 U.S. volume consisted of $1,446,585 in media, $995,076 in materials and services and $2,948,307 in capitalized fees.

Included in the agency's figures were returns from its office in Milwaukee.

In 1985, the agency gained: Barber-Greene Co., asphalt plant and paving equipment; Quantum Data, electronic signal generators.

Billings breakdown: Magazines 97%, business papers 2%, farm publications 1%.

Top execs: Daniel D. Glaubke, chmn-ceo; Charles R. Muth, president-coo. Employes: 15 in 2 offices.

Phone: (312) 953-2300.

Thomas G. Ferguson Associates, Parsippany, N.J., reported gross income of $5,345,000 in 1985 on billings of $44,780,460. In 1984, it reported gross income of $4,492,000 on billings of $34,958,318.

The agency's 1985 U.S. volume consisted of $2,755,000 in media, $7,088,000 in materials and services and $34,937,460 in capitalized fees. Its 1984 U.S. volume consisted of $2,547,000 in media, $5,095,000 in materials and services and $27,316,318 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Pro/Com Enterprises
- Medesign.

In 1985, the agency gained: AT&T Medical Information Systems; Becton Dickinson & Co., Clay Adams div; Crossroads Health Plan of N.J.; Miles Pharmaceuticals; E.R. Squibb & Sons, Mycolog II; Warner-Lambert American Chicle, Theracal; Warner-Lambert consumer health prods group, Suplical; Warner-Lambert Intl, Bevantolol. It lost: Savage Laboratories; Bard Home Health div.

Billings breakdown: Newspapers 2%, medical journals 15%, radio 2%, transit advertising 1%, direct mail 15%, other 65%.

Top execs: Thomas G. Ferguson, chmn, president. Senior vps—John F. Zweig, director operations; M. Jean Pankow, John P. Szlasa, mgmt supers; Thomas D. Atkinson; gm-hospital/-surgical/diagnostic group. Vps—Robert P. Muratore, acct group super; Edward J. Gorzalski, mkt planning, mktg rsch, media services; Pamela A. Rossetti, controller. Employes: 68.

Phone: (201) 540-8000. ☑

Fern/Hanaway, Providence, R.I., had estimated gross income of $1,950,000 in 1985 on billings of $13,006,500. In 1984, it reported gross income of $1,643,905 on billings of $10,964,846.

The agency's 1985 U.S. volume consisted of $5,262,000 in media, $4,805,000 in materials and services and $2,939,500 in capitalized fees. Its 1984 U.S. volume consisted of $4,435,820 in media, $4,050,427 in materials and services and $2,478,599 in capitalized fees.

Billings breakdown: Newspapers 5%, magazines 5%, radio 4%, spot tv 8%, business papers 15%, direct response tv 3%, collateral, pr, mktg, consultation 60%.

Top execs: Sanford M. Fern, president; James F. Hanaway Jr., exec vp. Employes: 38.

Phone: (401) 421-7202. ☑

Fessel, Siegfriedt & Moeller Advertising, Louisville, Ky., reported a gross income of $1,397,648 in 1985 on billings of $7,834,910. In 1984, it reported gross income of $1,004,101 on billings of $5,056,602.

The agency's 1985 U.S. volume consisted of $5,727,990 in media, $1,143,858 in materials and services and $963,062 in capitalized fees. Its 1984 U.S. volume consisted of $4,072,112 in media, $964,914 in materials and services and $19,576 in capitalized fees.

Included in the agency's figures were returns from subsidiary:
- Fessel, Siegfriedt & Moeller Public Relations.

The agency also consolidated reports from its offices in New Orleans and Pittsburgh.

In 1985, the agency gained: Kentucky Commerce Cabinet; Dr. Bizer's Vision World; Gallatin Bank; Barbee Co.; Landmark Homes; Regional Medical Center; Trover Clinic; Buchanan Delux Scotch; DetectAids; Grindmaster; Kentucky State Board of Accountancy; Kentucky Commerce Cabinet; Whayne Supply Co; Riney, Hancock, CPA; Kentucky Business Ledger. It lost: Hoover Universal.

Billings breakdown: Newspapers 28.1%, magazines 20.2%, medical journals 0.4%, radio 13.6%, spot tv 21%, cable tv 0.8%, outdoor 7.2%, transit advertising 0.2%, point of sale 3.7%, direct mail 1.3%, other 3.5%.

Top execs: E.F. Siegfriedt, chmn; R.F. Moeller Sr., president. Employes: 28 in 3 offices.

Phone: (502) 585-5154.

Martin Fiderer Associates, Englewood Cliffs, N.J., reported gross income of $521,000 in 1985 on billings of $3,962,000. In 1984, it reported gross income of $496,000 on billings of $3,780,000.

The agency's 1985 U.S. volume consisted of $487,000 in materials and services and $3,475,000 in capitalized fees. Its 1984 U.S. volume consisted of $472,000 in materials and services and $3,308,000 in capitalized fees.

In 1985, the agency gained: Medical Nutrition; Health Care Mktg; PCM Corp.

Billings breakdown: Medical journals 23%, direct mail 42%, catalogs 5%, other 30%.

Top exec: Martin Fiderer, president. Employes: 8.

Phone: (201) 871-0422.

Fillman Advertising, Champaign, Ill., reported gross income of $153,690 in 1985 on billings of $654,000. In 1984, it reported gross income of $131,769 on billings of $560,722.

The agency's 1985 U.S. volume consisted of $350,000 in media and $304,000 in materials and services. Its 1984 U.S. volume consisted of $380,000 in media and $180,722 in materials and services.

In 1985, the agency gained: GCOM, industrial software; Hey! Sailor Shoe Co.; Hansvedt Engineering; F.M.S., farm software.

Billings breakdown: Newspapers 2%, magazines 3%, business papers 45%, farm publications 10%, point of sale 5%, direct mail 15%, catalogs 20%.

Top execs: William T. Fillman, president; Mary Auth, vp. Employes: 5.

Phone: (217) 352-0002. ☑

Finnegan & Agee, Richmond, Va., reported gross income of $2,302,888 in 1985 on billings of $15,502,893. In 1984, it reported gross income of $1,789,365 on billings of $11,929,098.

In 1985, it had net income of $447,116, compared with $336,527 in 1984.

The agency's 1985 U.S. volume consisted of $11,085,040 in media, $4,074,500 in materials and services and $343,353 in capitalized fees. Its 1984 U.S. volume consisted of $7,882,943 in media, $3,614,288 in materials and services and $431,867 in capitalized fees.

Included in the agency's figures were returns from its office in Roanoke, Va.

In 1985, the agency gained: Moores Building Supplies; Psychiatric Institutes of America; Roanoke Convention & Visitors Bureau; Metropolitan Richmond Convention & Visitors Bureau. It lost: Paramount Pictures; Fortunate.

Billings breakdown: Newspapers 7%, magazines 6%, radio 25%, spot tv 60%, outdoor 2%.

Top execs: Tim Finnegan, chmn; Louis E. Brink, vice chmn; Michael D. Morgan, president; Peter L. Boisseau, exec vp. Employes: 45 in 2 offices.

Phone: (804) 643-4100.

Firestone & Associates, New York, reported gross income of $2,785,272 in 1985 on billings of $18,545,414. In 1984, it reported gross income of $2,652,640 on billings of $17,662,542.

The agency's 1985 U.S. volume consisted of $10,922,600 in media, $1,791,900 in materials and services and $5,830,914 in capitalized fees. Its 1984 U.S. volume consisted of $10,402,500 in media, $1,706,600 in materials and services and $5,553,442 in capitalized fees.

In 1985, the agency gained: Evergood Products Corp, Stressbusters Vitamins; J. Rabinowitz & Sons, glass and plastic containers; The Atkins Centers for Alternative Therapies.

Billings breakdown: Newspapers 13%, magazines 25%, supplements 4%, radio 7%, spot tv 45%, business papers 4%, point of sale 1%, direct mail 1%.

Top execs: Murray Firestone, president, creative director; Don Turner, exec vp. Employes: 28.

Phone: (212) 247-4900. ☑

Fitzgerald Advertising, New Orleans, reported gross income of $1,675,507 in 1985 on billings of $12,083,360. In 1984, it reported gross income of $2,031,854 on billings of $14,501,717.

The agency's 1985 U.S. volume consisted of $4,474,341 in media, $3,400,034 in materials and services and $4,208,985 in capitalized fees. Its 1984 U.S. volume consisted of $5,741,830 in media, $2,951,395 in materials and services and $5,808,492 in capitalized fees.

In 1985, the agency gained: Avondale Industries; Mavar Shrimp & Oyster Co.; Time Saver Stores; Porcelanosa USA; AWI, drilling contractor; Pan American Life Insurance Co.; K&B, drug store chain. It lost: Precision Tune; 1984 Louisimana World Exposition.

Billings breakdown: Newspapers 16%, magazines 50%, radio 12%, spot tv 27%, outdoor 1%.

Top execs: Joseph L. Killeen Jr., president-ceo. Exec vps—Ronald J. Thompson; Gary D. Dickson; Donald C. Smith, secretary. Randolph L. Seeling, treasurer.

Employes: 27.

Phone: (504) 529-3161.

FitzSimons Advertising, Cleveland, reported gross income of $445,500 in 1985 on billings of $3,306,310. In 1984, it reported gross income of $405,000 on billings of $3,050,070.

The agency's 1985 U.S. volume consisted of $1,253,500 in media, $432,000 in materials and services and $1,620,810 in capitalized fees. Its 1984 U.S. volume consisted of $1,150,000 in media, $400,000 in materials and services and $1,500,750 in capitalized fees.

In 1985, the agency gained: Estates Mortgage Co.; J.J. Getty's, restaurant. It lost: Oberlin Tennis Camp.

Billings breakdown: Newspapers 20%, magazines 3%, radio 11%, spot tv 12%, cable tv 2%, outdoor 2%, business papers 15%, point of sale 4%, direct mail 8%, publicity 8%, collateral 15%.

Top execs: Daniel A. FitzSimons, president. Vps—Richard C. Wright, mktg; M. Ellen Leighty, admin. Employes: 10.

Phone: (216) 241-5656.

Fogarty & Klein, Houston, reported gross income of $2,351,715 in 1985 on billings of $16,158,105. In 1984, it reported gross income of $1,434,790 on billings of $11,499,462.

The agency's 1985 U.S. volume consisted of $12,812,066 in media, $901,444 in materials and services and $2,444,595 in capitalized fees. Its 1984 U.S. volume consisted of $8,152,384 in media, $743,317 in materials and services and $2,603,761 in capitalized fees.

In 1985, the agency gained: American Bank (Houston); Houston Cellular Telephone Co.; Ethan Allen Gallery (Georgetown Manor, Houston, Beaumont, San Antonio); Drexel Heritage Gallery, Robert Joseph (Houston, Corpus Christi); Carnaby's frozen custard; Pilgrim Mini-warehouse div; Unitel Cellular Mobile Phones.

Billings breakdown: Newspapers 8%, magazines 5%, radio 35%, spot tv 42%, outdoor 4%, business papers 2%, point of sale 1%, direct mail 3%.

Top execs: William H. Fogarty, Richard E. Klein, principals. Employes: 16.

Phone: (713) 528-3354.

Fones & Mann, New York, reported gross income of $1,350,000 in 1985 on billings of $7,500,000.

In 1984, it reported gross income of $1,100,000 on billings of $6,500,000. No volume figures were provided for either year.

In 1985, the agency gained: Alkoc, commercial lighting prods; Demscreen, computerized psychometric service.

Billings breakdown: Newspapers 10%, magazines 5%, spot tv 10%, business papers 45%, direct mail 20%, other 10%.

Top execs: Maynard Fones, president; John Mann, chmn. Employes: 12 in 2 offices.

Phone: (212) 689-9870. ☑

Food Group, New York, reported gross income of $1,545,500 in 1985 on billings of $10,129,500. In 1984, it reported gross income of $1,160,000 on billings of $7,347,000.

The agency's 1985 U.S. volume consisted of $2,880,000 in media, $1,580,000 in materials and services and $5,669,500 in capitalized fees. Its 1984 U.S. volume consisted of $2,160,000 in media, $1,185,000 in materials and services and $4,200,000 in capitalized fees.

Included in the agency's figures were returns from offices in San Francisco and Thousand Oaks, Cal.

In 1985, the agency gained: Tea Assn of the USA; Dole Foodservice; Joseph E. Seagram & Sons, natl acct sales; Nugget Distributors; Fazer Chocolates; Foodservice Trade Center; Honey Hill Farms.

Billings breakdown: Magazines 95%, direct mail 5%.

Top execs: Donald Axleroad, president; Dave Gottwals, exec vp. Employes: 20 in 3 offices.

Phone: (212) 725-5766. ☑

James A. Ford Advertising, Stamford, Conn., reported gross income of $426,000 in 1985 on billings of $1,976,100. In 1984, it reported gross income of $294,000 on billings of $1,400,000.

The agency's 1985 U.S. volume consisted of $82,800 in media, $71,300 in materials and services and $1,882,000 in capitalized fees. It did not break out volume in 1984.

In 1985, the agency gained: Trans-Lux Corp, teleprinters; Harbor Electronics, Data Communications; Realvest; Ratheon Co., Machlett Laboratories; Honeywell, Skinner Valve div. It lost: Bunker Ramo, devel and mktg electronic systems for banks, brokerage houses; Insituform of North America, rehabilitation of underground pipes; Independent Financial Services.

Billings breakdown: Newspapers 0.5%, magazines 66.5%, medical journals 21%, radio 0.2%, cable tv 0.2%, business papers 4%, farm publications 0.6%, postcards 4%, free-standing inserts 3%.

Top exec: James A. Ford, president. Employes: 8.

Phone: (203) 348-7541. ☑

Fortis Fortis Advertising, Chicago, reported gross income of $1,520,000 in 1985 on billings of $11,643,000. In 1984, it reported gross income of $1,629,000 on billings of $12,382,000.

In 1985, it reported net income of $188,480, compared with $202,460 in 1984.

The agency's 1985 U.S. volume consisted of $4,804,000 in media, $2,063,000 in materials and services and $4,776,000 in capitalized fees. Its 1984 U.S. volume consisted of $6,042,000 in media, $1,537,000 in materials and services and $4,803,000 in capitalized fees.

In 1985, the agency gained: Land 'O Frost; First Colonial Bankshares Corp. It lost: Chi-Chi's, Mexican restaurants, Swensen's Ice Cream Co.

Billings breakdown: Newspapers 5%, magazines 20%, radio 7%, network tv 10%, spot tv 45%, cable tv 5%, business papers 1%, transit advertising 5%, point of sale 1%, free-standing inserts 1%.

Top execs: J. Gerald Fortis, president; Dixie B. Fortis, exec vp. Employes: 25.

Phone: (312) 329-1980. ☑

Fotheringham & Associates, Salt Lake City, reported gross income of $1,185,244 in 1985 on billings of $7,671,577. In 1984, it reported gross income of $1,083,980 on billings of $6,553,004.

The agency's 1985 U.S. volume consisted of $1,504,648 in media, $1,070,575 in materials and services and $5,096,354 in capitalized fees. Its 1984 U.S. volume consisted of $1,826,885 in media, $1,172,116 in materials and services and $3,554,003 in capitalized fees.

In 1985, the agency gained: Intermountain Health Care; Huntsman Chemical Corp; Mrs. Powell's, fast food chain; Disneyland, pr, promo (Utah); Hogle Zoo, public service. It lost: PENTEC/MTI, consumer satellite tv prods; Anderson Lumber.

Billings breakdown: Newspapers 21%, magazines 16%, radio 29%, spot tv 27%, outdoor 5%, direct mail 2%.

Top execs: Robert A. Fotheringham, chmn-ceo; Bruce H. Jensen, president-creative director; Samuel M. Williams, exec vp-coo. Employes: 20.

Phone: (801) 521-2903.

Fox & Associates, Cleveland, had estimated gross income of $4,145,000 in 1985 on billings of $27,538,000. In 1984, it had estimated gross income of $3,900,000 on billings of $26,045,600.

The agency's 1985 U.S. volume consisted of $22,300,000 in media, $569,000 in materials and services and $4,669,000 in capitalized fees. Its 1984 U.S. volume consisted of $21,000,000 in media, $510,000 in materials and services and $4,535,600 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Fox Film
- Fox Sales Communications.

The agency also consolidated returns from its office in New York.

In 1985, the agency gained: Sherwin Williams, retail store div; Perego prods; Goya Foods; Feber Toy Co.; N.S.G. Mktg Co.

Billings breakdown: Newspapers 10%, magazines 1%, radio 6%, spot tv 83%.

Top exec: Aaron S. Fox, president. Employes: 41 in 2 offices.

Phone: (216) 621-8520.

Franchise Advertising Services, Belmont, Mass., reported a gross income of $37,500 in 1985 on billings of $250,000. In 1984, it reported gross income of $22,500 on billings of $150,000.

The agency's 1985 and 1984 U.S. volume was all in media.

In 1985, the agency gained: Francis J. Sneider, antiques.

Billings breakdown: Magazines 10%, Yellow Pages 32%, direct mail 3%, telemarketing 55%.

Top exec: Frank V. Del Vecchio, president. Employe: 1.

Phone: (617) 489-4025.

Alan Frank & Associates, Salt Lake City, reported gross income of $1,064,791 in 1985 on billings of $6,647,274. In 1984, it reported gross income of $985,918 on billings of $6,184,171.

In 1985, it reported net income of $19,523, compared with $18,077 in 1984.

The agency's 1985 U.S. volume consisted of $4,970,882 in media, $1,320,181 in materials and services and $356,211 in capitalized fees. Its 1984 U.S. volume consisted of $4,602,669 in media, $1,245,454 in materials and services and $336,048 in capitalized fees.

In 1985, the agency lost: Buildmart Mall; MCA/Universal; New World Pictures.

Billings breakdown: Newspapers 25%, radio 5%, spot tv 35%, outdoor 5%, point of sale 1%, direct mail 27%, other 2%.

Top execs: Alan F. Frank, president-gm; Kazuo Shiotani, senior vp, art director; William Brennan, vp-acct exec. Employes: 20.

Phone: (801) 486-7455. ☑

Frankenberry Laughlin & Constable, Milwaukee, reported gross income of $5,025,000 in 1985 on billings of $33,500,000. In 1984, it reported gross income of $4,350,000 on billings of $29,000,000.

The agency's 1985 and 1984 U.S. volumes were all in media.

In 1985, the agency gained: Wisconsin div of tourism; Kohler Co.; Rockline; Wisconsin Pharmacal. It lost: Elaine Powers.

Billings breakdown: Newspapers 15%, magazines 10%, radio 18%, network tv 10%, spot tv 28%, outdoor 4%, business papers 5%, other 10%.

Top execs: Partners—Dennis Frankenberry, Steve Laughlin, John Constable.

Employes: 60.

Phone: (414) 272-2400.

Albert Frank-Guenther Law, New York, a financial specialty of Foote, Cone & Belding, reported gross income of $8,000,000 in 1985 on billings of $55,000,000. In 1984, it reported gross income of $6,155,000 on billings of $41,040,000.

The agency's 1985 U.S. volume consisted of $38,000,000 in media, $9,000,000 in materials and services and $8,000,000 in capitalized fees. Its 1984 U.S. volume consisted of $26,133,000 in media, $7,917,000 in materials and services and $6,990,000 in capitalized fees.

Included in the agency's figures were returns from its offices in Philadelphia and San Francisco.

Billings breakdown: Newspapers 9%, magazines 3%, radio 9%, spot tv 10%, outdoor 2%, business papers 14%, farm publications 32%, point of sale 9%, direct mail 2%, other 10%.

Top execs: Stephen J. Witt, chmn; Michael A. Taylor, vice chmn; John F. Cowell, president, creative director; Robert D. Washburn, secretary, treasurer; Walter H. Liebman, exec vp, director pr. Senior vps—Jean Bergin, director business devel; A. Paul Marrocco, director acct services; Jerome M. Morea, financial adv. Employes: 90 in 3 offices.

Phone: (212) 248-5200.

Frank/James Direct Marketing Co., St. Louis, had estimated gross income of $1,470,000 in 1985 on billings of $9,800,000. In 1984, it had estimated gross income of $1,230,000 on billings of $8,200,000.

The agency's 1985 U.S. volume consisted of $522,000 in media and $9,278,000 in materials and services. Its 1984 U.S. volume consisted of $364,000 in media and $7,836,000 in materials and services.

In 1985, the agency gained: Adam's Mark Hotels; Continental Baking; American Hawaii Cruises; Pacific Mutual Insurance; Sherwood Medical. It lost: Lifestyle Computers.

Billings breakdown: Magazines 4%, direct mail 92%, direct response newspapers 2%, telemarketing 2%.

Top execs: Frank Roth, president; Dennis Maginn, exec vp, gm; William W. Shewman, senior vp. Vps—David Joest, finance; Lawson Primm III, corp devel.

Employes: 19.

Phone: (314) 726-4600.

Franznick & Cusatis, New York, reported gross income of $1,733,335 in 1985 on billings of $10,497,087. In 1984, it reported gross income of $1,405,300 on billings of $8,144,867.

The agency's 1985 U.S. volume consisted of $4,295,993 in media, $2,209,740 in materials and services and $3,991,354 in capitalized fees. Its 1984 U.S. volume consisted of $3,587,213 in media, $1,837,741 in materials and services and $2,719,913 in capitalized fees.

In !985, the agency gained: Sleepy's Bedding Centers; Vanguard Ventures; Rexall Group; American Investors; Allied Old English, Sorrell Ridge Conserves; Biomedical Publishing Co., *Rx Being Well* magazine, Compendium; Nutricon; Nature du France. It lost: Allied Old English, Sorrell Ridge Conserves.

Quirks and quakes

What's in a name, anyway? Calet, Hirsh & Spector was once DKG Advertising Inc., named Agency of the Year in 1976 by AD AGE. It began as Kurnit, Geller Associates, which merged with Delehanty & Frankel to become Delehanty, Kurnit & Geller. (Geller is Norman Geller of Lord, Federico, Geller & Einstein). It was shortened to DKG, which at the time of the Agency of the Year kudos, was headed by exec vps, Neil Calet and Peter Hirsch, and Lawrence Spector, president, and Shepard Kurnit, chairman.

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Billings breakdown: Newspapers 20%, magazines 22%, radio 15%, spot tv 30%, outdoor 5%, business papers 5%, point of sale 3%.

Top exec: Philip E. Franznick, president. Employes: 20.

Phone: (212) 696-4260.

Fraser Advertising, Atlanta, reported gross income of $154,050 in 1985 on billings of $969,583. In 1984, it reported gross income of $110,753 on billings of $714,436.

The agency's 1985 U.S. volume consisted of $610,650 in media, $172,507 in materials and services and $186,426 in capitalized fees. Its 1984 U.S. volume consisted of $383,992 in media, $83,227 in materials and services and $247,217 in capitalized fees.

In 1985, the agency gained: Transportation Services Group; *Dixie Contractor* magazine. It lost: World Distribution Systems.

Billings breakdown: Newspapers 33%, magazines 2%, radio 8%, spot tv 51%, business papers 6%, direct mail 1%.

Top exec: Neil L. Fraser, president. Employes: 2.

Phone: (404) 892-7060.

Fredericks Kullberg Amato Pisacane, New York, reported gross income of $2,235,000 in 1985 on billings of $15,167,000. In 1984, it reported gross income of $1,850,000 on billings of $12,000,000.

The agency's 1985 U.S. volume consisted of $12,600,000 in media, $1,900,000 in materials and services and $667,000 in capitalized fees. Its 1984 U.S. volume consisted of $10,200,000 in media and $1,800,000 in materials and services.

The agency did not consolidate returns from its subsidiary:

- Media/Marketing Directions.

In 1985, the agency gained: Curtain Country; Excel Mktg Services; Golden Tulip Barbizon; Phifer Johnston Associates; The Surgeons Guild.

Billings breakdown: Newspapers 15%, magazines 25%, radio 10%, network tv 5%, spot tv 30%, business papers 12%, point of sale 1%, Yellow Pages 1%, direct mail 1%.

Top execs: Gary W. Kullberg, president-ceo; Al Amato, Nick Pisacane, exec vps-creative directors. Senior vps —Joe Murray, media director; Audrey Kullberg, mktg director; Dale Barlow, mng director, FKAP/Barlow. Employes: 18.

Phone: (212) 730-1630.

Friedman Associates, West Orange, N.J., reported gross income of $250,000 in 1985 on billings of $1,535,000. The agency did not provide figures for 1984.

The agency's 1985 U.S. volume consisted of $1,500,000 in media and $35,000 in materials and services.

Billings breakdown: Newspapers 94%, magazines 1%, radio 5%.

Top exec: Joseph Friedman, owner. Employes: 3.

Phone: (201) 325-1314.

Fry/Hammond/Barr, Orlando, Fla., reported gross income of $1,792,227 in 1985 on billings of $11,155,574. In 1984, it reported gross income of $2,208,709 on billings of $13,955,982.

The agency's 1985 U.S. volume consisted of $6,157,923 in media, $1,884,749 in materials and services and $3,112,902 in capitalized fees. Its 1984 U.S. volume consisted of $7,214,044 in media, $2,692,788 in materials and services and $4,049,150 in capitalized fees.

In 1985, the agency gained: Adventist Health System/Sunbelt div; Barnies Coffee & Tea Co.; Good Samaratin Hospital; Naples Community Hospital; Holiday House Restaurants. It lost: Humana; Orlando Renegades, football team; Care Plus; Caterpillar, tractor dealer.

Billings breakdown: Newspapers 26%, magazines 7%, radio 15%, spot tv 19%, outdoor 4%, business papers 11%, Yellow Pages 3%, direct mail 15%.

Top execs: Charles F. Fry, presi-

Employes: 29.

Phone: (305) 849-0100. ☑

Funari, Fahden, Edina, Minn., reported gross income of $600,000 in 1985 on billings of $4,000,000. In 1984, it reported gross income of $300,000 on billings of $2,000,000.

Billings breakdown: Newspapers 25%, radio 25%, network tv 20%, outdoor 10%, direct mail 2%, direct response newspapers 17%, free-standing inserts 1%.

Top exec: John J. Funari, president-ceo. Employes: 9.

Phone: (612) 944-5050. ☑

Furman, Feiner & Co., Englewood, N.J., reported gross income of $330,000 in 1985 on billings of $2,200,000. In 1984, it reported gross income of $240,000 on billings of $1,625,000.

The agency's 1985 U.S. volume consisted of $1,800,000 in media and $400,000 in materials and services. Its 1984 U.S. volume consisted of $1,400,000 in media and $225,000 in materials and services.

Billings breakdown: Newspapers 80%, magazines 10%, radio 10%.

Top execs: Nat Roth, chmn; Ernie Roth, president-ceo; Tess Seigel, senior vp. Employes: 8.

Phone: (201) 568-1634.

Furman, Roth Advertising, New York, reported gross income of $1,318,000 in 1985 on billings of $8,310,500. In 1984, it reported gross income of $1,143,750 on billings of $7,483,750.

The agency's 1985 U.S. volume consisted of $6,800,000 in media, $510,000 in materials and services and $1,000,500 in capitalized fees. Its 1984 U.S. volume consisted of $6,200,000 in media, $450,000 in materials and services and $833,750 in capitalized fees.

Included in the agency's figures were returns from its Englewood, N.J., office.

In 1985, the agency gained: Sloan's Supermarkets; Peleon, Fioravanti pasta prods.

Billings breakdown: Newspapers 10%, magazines 12%, radio 35%, network tv 10%, spot tv 33%.

Top execs: Nat Roth, chmn; Ernie Roth, president-ceo; Estelle Krasna, senior vp. Employes: 24 in 2 offices.

Phone: (212) 757-7393.

J. Ronald Gaffe Inc., Okemos, Mich., reported gross income of $188,132 in 1985 on billings of $2,565,095. In 1984, it reported gross income of $151,496 on billings of $1,231,679.

In 1985, it reported net income of $17,308, compared with $21,388 in 1984.

The agency's 1985 U.S. volume consisted of $959,122 in media, $473,234 in materials and services and $1,132,739 in capitalized fees. Its 1984 U.S. volume consisted of $625,798 in media, $182,437 in materials and services and $1,231,679 in capitalized fees.

Billings breakdown: Newspapers 50%, magazines 5%, radio 25%, spot tv 20%.

Top execs: J. Ronald Gaffe, president; Diane Patrick, secretary. Employes: 8.

Phone: (517) 349-6770.

Gallagher Group, New York, reported gross income of $981,000 in 1985 on billings of $6,540,000. In 1984, it reported gross income of $900,000 on billings of $6,000,000. All billings were in media for both years.

In 1985, the agency gained: Rainbow Advertising Co.; Canfield Beverages. It lost: WOR-TV (Ch. 9).

Billings breakdown: Newspapers 25%, magazines 3%, radio 20%, spot tv 46%, outdoor 3%, Yellow Pages 3%.

Top execs: James J. Gallagher, president; William Murtha, vp-creative director. Employes: 6.

Phone: (212) 563-3611. ☑

Gann-Dawson, Scranton, Pa., re-

1985 on billings of $6,838,475. In 1984, it reported gross income of $855,460 on billings of $5,704,518.

The agency's 1985 U.S. volume consisted of $3,073,263 in media, $507,624 in materials and services and $3,257,588 in capitalized fees. Its 1984 U.S. volume consisted of $2,435,704 in media, $369,452 in materials and services and $2,899,362 in capitalized fees.

In 1985, the agency gained: Aureus Ltd., sportswear; Edward T. Manley Co.; Blue Cross of Northeast Pa.; Can Do, industrial devel; GTE Sylvania, chemicals, metals; Jiffy Lube.

Billings breakdown: Newspapers 24%, magazines 10%, radio 15%, spot tv 31%, outdoor 1%, business papers 18%, free-standing inserts 1%.

Top execs: William Dawson, chmn, treasurer; William M. Dawson III, president; John Heron Jr., exec vp. Employes: 24.

Phone: (717) 343-6551. ☑

Gardner Communications, San Francisco, reported gross income of $1,617,193 in 1985 on billings of $9,924,388. In 1984, it reported gross income of $1,537,802 on billings of $9,454,675.

The agency's 1985 U.S. volume consisted of $7,677,038 in media, $1,859,656 in materials and services and $387,694 in capitalized fees. Its 1984 U.S. volume consisted of $7,611,012 in media and $1,843,663 in materials and services.

In 1985, the agency gained: Providence Hospital; Power Wheels. It lost: Crocker Galleria; Homestead Savings.

Billings breakdown: Newspapers 28%, magazines 12.7%, radio 15.4%, network tv 21.9%, spot tv 12.9%, cable tv 8.1%, business papers 1%.

Top execs: Robert K. Gardner, president, creative director; Gayle Geary, director mktg services; Karen Young, director-acct mgmt; Gretchen Gardner, creative super. Employes: 17.

Phone: (415) 434-2191. ☑

Geisz International, Los Angeles, had estimated gross income of $8,100,000 in 1985 on billings of $54,000,000. In 1984, it had estimated gross income of $7,650,000 on billings of $51,000,000.

The agency did not provide a volume breakout.

The agency did not consolidate returns from its offices in Dusseldorf, London, Milan, Paris and Tokyo.

Top exec: Emory R. Geisz. Employes: 150.

Phone: (213) 478-0251.

Gerber Advertising, Portland, Ore., reported gross income of $2,296,000 in 1985 on billings of $15,500,000. In 1984, it reported gross income of $2,101,000 on billings of $14,537,000.

The agency's 1985 U.S. volume consisted of $5,700,000 in media, $7,400,000 in materials and services and $2,400,000 in capitalized fees. Its 1984 U.S. volume consisted of $5,100,000 in media, $7,337,000 in materials and services and $2,100,000 in capitalized fees.

In 1985, the agency gained: Tillamook Creamery Assn; VMG/Baby's Choice Disposable Diapers; Stash Tea; Natural LeLait Yogurt; Heins Honey. It lost: Darigold; Salishan.

Billings breakdown: Newspapers 17.21%, magazines 11.61%, radio 20.84%, spot tv 49.06%, outdoor/transit 0.6%, Yellow Pages 0.7%.

Top execs: Tom Hougan, president; Phil Stevens, exec vp, secretary, treasurer. Vps—Elaine Miller, Ron Gayer, Don Dickinson, Sally Impey, Denny Rossmann, acct mgrs; Norm Friant, Lloyd Allen, Erik Perera, creative directors; Betty Chimenti, media director.

Employes: 42.

Phone: (503) 221-0100. ☑

Gilbert, Whitney & Johns, Whippany, N.J., reported gross income of $2,950,000 in 1985 on billings of $19,675,000. In 1984, it reported gross income of $2,700,000 on billings of

out total volume.

In 1985, the agency gained: WB Wood; Huls. It lost: Horizon Bank; Natl Sea prods.

Billings breakdown: Newspapers 10%, magazines 50%, radio 14%, network tv 21%, spot tv 5%.

Top execs: John Daitner, president. Exec vps—John Mimnaugh, creative director; Kenneth Van Reekum, operations; Ted Trevorrow, media, new business; Senior vps—Paul Richartz, Tom Potterfield, Allan Fliss, acct supers. Larry Everling, Valerie Warner, vp-acct supers. Employes: 42.

Phone: (201) 386-1776.

Gillespie Advertising, Princeton, N.J., reported gross income of $2,627,000 in 1985 on billings of $17,515,000. In 1984, it reported gross income of $2,272,000 on billings of $15,116,000.

In 1985, it reported net income of $374,000, compared with $312,000 in 1984.

In 1985, the agency gained: Gallows Point Condominiums; Stuff Yer Face Restaurants; Prodigy Systems; Transamerica DeLaval; R.H. Development; Rider College. It lost: Hill Refrigeration; C&D Battery.

Billings breakdown: Newspapers 10%, magazines 15%, radio 15%, spot tv 5%, cable tv 1%, outdoor 5%, business papers 6%, farm publications 2%, point of sale 2%, direct mail 13%, catalogs 5%, direct response tv 1%, direct response radio 7%, direct response newspapers 3%, direct response magazines 10%.

Top execs: Richard J. Gillespie, president; Richard Parker, senior vp, creative director. Vps—Bud Sylvester, client services; Jack O'Leary, pr; Elizabeth Blazer, business mgr. Employes: 41.

Phone: (609) 799-6000.

Girvin Conrad & Girvin, Rancho Cordova, Cal., reported gross income of $3,987,000 in 1985 on billings of $26,580,000. In 1984, it reported gross income of $2,550,000 on billings of $21,250,000.

In 1985, it reported net income of $850,000, compared with $375,000 in 1984.

The agency's 1985 and 1984 U.S. volume was all in media.

Included in the agency's figures were returns from offices in San Francisco and Fremont, Cal.

In 1985, the agency gained: Orchard Supply Hardware; 7UP Bottlers of San Francisco. It lost: Sofabed Warehouse.

Billings breakdown: Newspapers 8%, magazines 2%, radio 20%, spot tv 60%, outdoor 10%.

Top execs: Richard B. Girvin, president; Al Neish, Ken Lombardi, vps-branch mgrs; Bill Girvin, exec vp; Patricia Girvin, secretary, treasurer. Employes: 43 in 3 offices.

Phone: (916) 985-6600. ☑

Daniel Glassman Advertising, Fairfield, N.J., reported gross income of $4,049,735 in 1985 on billings of $27,133,608. In 1984, it reported gross income of $3,966,440 on billings of $26,575,150.

In 1985, it reported net income of $2,851,307, compared with $2,792,662 in 1984.

The agency's 1985 U.S. volume consisted of $225,000 in media and $26,908,608 in capitalized fees. Its 1984 U.S. volume consisted of $220,000 in media and $26,355,150 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Danis Research
- Hospital Research Associates
- Institute for Medical Information

In 1985, the agency gained: Cyanamid Intl; Davis & Geck.

Billings breakdown: Medical journals 8%, direct mail 12%, telemarketing 9%, sales promo/audio-visual 71%.

Top execs: Daniel Glassman, chmn; Sandra Kavalunis, acct super; David Hillman, president, Hospital Rsch Associates; Marianne Stephen, vp-rsch services; Carl S. Raphael, Allen Baum,

Goldberg; Richard Romanelli, data processing; Iris Baker, financial services. Employes: 100 in 2 offices.

Phone: (201) 575-3507. ☑

Goodby, Berlin & Silverstein, San Francisco, had estimated gross income of $2,250,000 in 1985 on billings of $15,500,000. In 1984, it had estimated gross income of $1,050,000 on billings of $7,000,000.

The agency did not provide a U.S. volume breakdown.

In 1985, the agency gained: MacTaggart Industries, Catchit fishbait; California First Bank; Bradmill Industries, Stubbies and Wallaman sportswear; Starkist, tuna; Fromm & Sichel, Christian Bros. wine and brandy; *San Francisco Examiner Image* magazine.

Billings breakdown: Newspapers 15%, magazines 5%, radio 30%, spot tv 50%.

Top execs: Andy Berlin, Rich Silverstein, Jeff Goodby, Rebecca Holder, principals. Employes: 18.

Phone: (415) 392-0669.

Goodwin, Dannenbaum, Littman & Wingfield, Houston, reported gross income of $5,400,000 in 1985 on billings of $38,000,000. In 1984, it reported gross income of $5,625,000 on billings of $36,000,000.

The agency's 1985 U.S. volume consisted of $21,000,000 in media, $4,270,000 in materials and services and $12,730,000 in capitalized fees. Its 1984 U.S. volume consisted of $21,000,000 in media, $4,500,000 in materials and services and $10,500,000 in capitalized fees.

In 1985, the agency gained: Cargo Devel Group; Deauville Co.; Kanaly Trust; Rolls-Royce Ltd.; Weston Lakes. It lost: PruCare of Houston; Mariner Corp.

Billings breakdown: Newspapers 20%, magazines 5%, radio 10%, spot tv 50%, outdoor 5%, business papers 10%.

Top exec: Earl Littman, chmn-ceo. Employes: 70.

Phone: (713) 977-7676. ☑

M.L. Grant Inc., New York, reported gross income of $1,710,000 in 1985 on billings of $11,400,000. In 1984, it reported gross income of $1,380,000 on billings of $9,200,000.

Included in the agency's figures were returns from its White Plains, N.Y., office.

In 1985, the agency gained: Cargill Corp, poultry div; Constantine Corp; Conrad Fafard Corp; Topps Meats. It lost: Houlihan/Lawrence Corp.

Billings breakdown: Newspapers 30%, magazines 15%, supplements 2%, radio 10%, spot tv 10%, business papers 22%, transit advertising 1%, direct response newspapers 2%, direct response magazines 8%.

Top exec: Marvin Grant, president. Employes: 32 in 2 offices.

Phone: (212) 679-9100.

Grant/Jacoby, Chicago, reported a gross income of $5,200,000 in 1985 on billings of $50,287,000. In 1984, it reported gross income of $4,400,000 on billings of $45,556,000.

The agency's 1985 U.S. volume consisted of $15,000,000 in media, $7,500,000 in materials and services and $27,787,000 in capitalized fees. Its 1984 U.S. volume consisted of $22,000,000 in media, $4,880,000 in materials and services and $18,676,000 in capitalized fees.

In 1985, the agency gained: Jay Foods; Gold Bond, specialty ice cream novelties; Professional Food Service Mgmt, institutional feeding; The Associates, commercial leasing; Domino's, pizza. It lost: KEYCOM, videotex services; WPWR-TV; Weber Stephen Products Co., grills.

Billings breakdown: Newspapers 15%, magazines 10%, radio 8%, network tv 10%, spot tv 20%, cable tv 5%, outdoor 2%, business papers 10%, transit advertising 1%, direct mail 12%, direct response tv 2%, freestanding inserts 5%.

Top execs: Robert L. Fink, chmn; Bruce I. Carlson, president; R. Milton colm Gordon, media; Robert W. Lavender, operations; John Willie, mgmt group super. Employes: 90.

Phone: (312) 664-2055. ☑

Gray Baumgarten Layport, Pittsburgh, reported gross income of $1,026,458 in 1985 on billings of $6,699,439. In 1984, it reported gross income of $988,278 on billings of $6,431,479.

The agency's 1985 U.S. volume consisted of $1,342,474 in media, $825,753 in materials and services and $4,531,212 in capitalized fees. Its 1984 U.S. volume consisted of $1,376,112 in media, $900,674 in materials and services and $4,154,693 in capitalized fees.

In 1985, the agency gained: Dawar Technologies; Kazor; Koppers Co.; Magee-Womens Hospital; Tartan Laboratories; Warner Centre Restaurants; W&S Systems Co. It lost: Airway Industries.

Billings breakdown: Newspapers 25%, magazines 15%, radio 10%, spot tv 6%, outdoor 4%, business papers 30%, point of sale 5%, other 5%.

Top exec: Mark H. Gray, president. Employes: 17.

Phone: (412) 279-3732. ☑

Gray & Rogers, Philadelphia, reported gross income of $3.670,000 in 1985 on billings of $26,050,000. In 1984, it reported gross income of $3,530,000 on billings of $25,100,000.

The agency's 1985 U.S. volume consisted of $12,110,000 in media, $5,238,000 in materials and services and $8,702,000 in capitalized fees. Its 1984 U.S. volume consisted of $11,540,000 in media, $4,732,000 in materials and services and $8,828,000 in capitalized fees.

Included in the agency's figures were returns from its Cleveland office.

In 1985, the agency gained: Telemecanique; Johnson & Johnson, dental prods; Pennwalt, corp adv plus organic chemicals, inorganic chemicals, flurochemicals, Piezo film; Pennsylvania House, sales promo; Donnelly Directory, pr; Philadelphia Water Department; Champale, pr; Variable Protection Administrators. It lost: Chemical Leaman; Capitol Windows; Foster Medical Corp.

Billings breakdown: Newspapers 12%, magazines 9%, radio 11%, network tv 4%, spot tv 9%, outdoor 0.5%, business papers 40%, farm publications 9%, Yellow Pages 3%, direct mail 1.5%, other 1%.

Top execs: James W. Finegan, chmn; Robert T. Butler, president; Robert L. Simpson, exec vp; Charles C. Rose, Elmer Pizzi, David Delman, senior vps. Employes: 72 in 2 offices.

Phone: (215) 864-6800. ☑

Gray Strayton Intl., Waltham, Mass., reported gross income of $5,334,000 in 1985 on billings of $39,140,000. In 1984, it reported gross income of $4,377,000 on billings of $29,010,000.

In 1985, it reported net income of $160,000, compared with $160,000 in 1984.

The agency's 1985 U.S. volume consisted of $2,220,000 in media, $1,900,000 in materials and services and $35,020,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,650,000 in media, $1,450,000 in materials and services and $23,910,000 in capitalized fees.

Included in the agency's figures were returns from its offices in Santa Clara, Cal., and Dallas.

In 1985, the agency gained: Command Data Systems, public safety computer software; Advanced Information Mgmt; Artel Communications Corp., fiber optics; Lee Data, multi-user computer systems; Computer Consoles, fault tolerant computer systems; Datext; Xerox Corp., mktg distribution; Telephone Auction; Quintus, artificial intelligence software; Molecular, multi-user computer systems; Zilog, semiconductors. It lost: Datel, data conversion technology; Fenwal, thermal engineering for fire and explosion suppression and temperature controls.

Billings breakdown: Newspapers 5%, magazines 60%, supplements 5%, business papers 5%, point of sale 10%, Yellow Pages 5%, direct mail 10%.

Top execs: Robert G. Strayson, president; Charles C. Clemente, exec vp-gm; Katharine J. Handrahan, Michael D. Stringer, Marcille G. Williams, senior vps. Employes: 70 in 3 offices.

Phone: (617) 894-3100.

Greene & Claire, New York, reported gross income of $954,900 in 1985 on billings of $8,425,000. In 1984, it reported gross income of $950,000 on billings of $7,280,000.

The agency's 1985 U.S. volume consisted of $4,200,000 in media, $1,625,000 in materials and services and $2,000,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,500,000 in media, $1,030,000 in materials and services and $1,600,000 in capitalized fees.

In 1985, the agency gained: Gemini Optics Ltd., Harley Davidson eyewear; Russell Stanley Corp; Asahi Chemical, new assignment; Meltny Fabrics. It lost: H. Stern Jewelers.

Billings breakdown: Newspapers 16%, magazines 36%, supplements 10%, radio 5%, spot tv 12%, business papers 12%, point of sale 5%, direct mail 4%.

Top execs: Don Greene, president-ceo; Arthur Abravanel, vp. Employes: 15.

Phone: (212) 695-5800.

Greengage Associates, New York, reported gross income of $1,847,300 in 1985 on billings of $10,868,000. In 1984, it reported gross income of $1,812,000 on billings of $10,668,000.

The agency's 1985 U.S. volume consisted of $8,200,000 in media and $2,668,000 in capitalized fees. Its 1984 U.S. volume consisted of $8,000,000 in media and $2,668,000 in capitalized fees.

In 1985, the agency gained: Regency Cruises; Virgin Islands Seaplane Shuttle; American Re-Insurance Co. It lost: Regent Intl Hotels.

Billings breakdown: Newspapers 26%, magazines 30%, radio 1%, spot tv 24%, cable tv 5%, business papers 5%, point of sale 9%.

Top execs: Richard Ferrelli, president; Reggie Troncone, secretary, treasurer. Employes: 25.

Phone: (212) 752-8866.

Greenwald/Christian Advertising, Philadelphia, reported gross income of $1,184,882 in 1985 on billings of $7,900,000. In 1984, it reported gross income of $1,049,894 on billings of $7,000,000.

The agency's 1985 U.S. volume consisted of $5,750,000 in media, $565,000 in materials and services and $1,585,000 in capitalized fees. Its 1984 U.S. volume consisted of $5,085,960 in media, $500,000 in materials and services and $1,414,040 in capitalized fees.

In 1985, the agency gained: Borel Restaurant Corp; Buck Hill Inn; HBA Mgmt; Holiday Inn. It lost: Delaware Mgmt Co.

Billings breakdown: Newspapers 30%, magazines 8%, radio 25%, network tv 5%, spot tv 22%, cable tv 2%, outdoor 2%, business papers 2%, transit advertising 1%, direct mail 3%.

Top execs: Joseph T. Greenwald, president; Caye Christian, exec vp. Vps—Suzanne E. Salsbury, acct services; Nancy McManus, media services. Employes: 15.

Phone: (215) 568-9797.

Gregory & Clyburne, New Canaan, Conn., reported gross income of $816,098 in 1985 on billings of $5,293,794. In 1984, it reported gross income of $728,660 on billings of $4,726,600.

In 1985, it had net income of $21,216. It did not report net income for 1984.

The agency's 1985 U.S. volume consisted of $594,915 in media, $223,650 in materials and services and $4,475,229 in capitalized fees. Its 1984 U.S. volume consisted of $611,172 in media, $119,688 in materials and services and $3,995,740 in capitalized fees.

In 1985, the agency gained: CUNO; Garrity Industries, flashlights; Forever Cookware; Sani-Dairy; Darien Sport Shop. It lost: Family Britches; Greenwich Office Supply.

Billings breakdown: Newspapers 32%, magazines 23%, medical journals 7%, radio 30%, spot tv 1%, outdoor 1%, transit advertising 1%, Yellow Pages 1%, direct mail 4%.

Top execs: James R. Gregory, president; Evelyn Clyburne, treasurer, secretary. Employes: 14.

Phone: (203) 966-8343.

Gregory & Thomas, Cleveland, reported gross income of $2,729,700 in 1985 on billings of $20,160,612. In 1984, it reported gross income of $2,735,476 on billings of $19,560,155.

In 1985, it had net income of $83,171, compared with $78,410 in 1984.

The agency's 1985 U.S. volume consisted of $6,384,077 in media, $2,327,367 in materials and services and $11,449,168 in capitalized fees. Its 1984 U.S. volume consisted of $5,090,122 in media, $2,208,332 in materials and services and $12,261,701 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Gregory PR

It also consolidated an office in Youngstown, O., and another in Cleveland.

In 1985, the agency gained: Ciba-Corning Diagnostics Corp; Hynes Industries; PBI Corp; Russell, Burdsall & Ward, fastener systems; St. Elizabeth's Hospital; *Youngstown Vindicator*, newspaper; Ferro Corp, refractories group and composites; Advance Power supplies. It lost: White Engines.

Billings breakdown: Newspapers 8%, magazines 66%, spot tv 1%, Yellow Pages 23%, catalogs 2%.

Top execs: Ira D. Thomas, chmn; Joseph A. Rini, president. Employes: 57 in 4 offices.

Phone: (216) 621-9632. ☑

Griswold Advertising, Cleveland, purchased on Dec. 31, 1985, by Detroit-based Ross Roy Inc., had gross income of $6,329,106 in 1985 on billings of $42,194,043. In 1984, it reported gross income of $6,098,875 on billings of $38,600,473.

The agency's 1985 U.S. volume consisted of $26,556,934 in media, $8,337,541 in materials and services and $7,299,568 in capitalized fees. Its 1984 U.S. volume consisted of $26,757,086 in media, $5,838,966 in materials and services and $6,004,421 in capitalized fees.

Included in the agency's figures were returns from a Columbus, O., office.

In 1985, the agency gained: Moen, plumbing fixtures; Sidari's, food distribution; Tecmar, computers. It lost: Central Natl Bank; Universal Rundle, plumbing fixures; Alcan Co., aluminum products; New Cleveland Campaign; City of Cleveland.

Billings breakdown: Newspapers 8.3%, magazines 10.8%, radio 4.3%, network tv 24.8%, spot tv 11.3%, outdoor 0.3%, business papers 21.8%, farm publications 0.1%, Yellow Pages 18.3%.

Top execs: Mary E. Landers, chmn; Patrick J. Morin, president-ceo; Thomas J. Tilday, co-chmn; Neal Davis, Gordon Beckwith, exec vps; William Brokaw, senior vp, creative director. Employes: 100 in 2 offices.

Phone: (216) 696-3400. ☑

Grizzard Advertising, Atlanta, a direct marketing agency, had estimated gross income of $4,200,000 in fiscal 1985 ending in July on billings of $12,734,339. In fiscal 1984, it had estimated gross income of $3,600,000 on billings of $10,981,280.

The agency did not consolidate its subsidiary:

- Tabulating Systems & Service, Houston

Billings breakdown: Direct mail 100%.

Top execs: Claude T. Grizzard Jr., chmn; Glenn W. Summerlin, president; Michael D. Dzvonik, exec vp. Employes: 125 in 2 offices.

Phone: (404) 622-1501. ☑

Herb Gross & Co., Rochester, N.Y., had estimated gross income of $165,000 in 1985 on billings of $1,100,000. In 1984, it had estimated gross income of $135,000 on billings of $900,000.

Volume for both years was in capitalized fees.

In 1985, the agency gained: Alaimo Enterprises; Judges Motor Corp; Alenax Corp; Hair Zoo; Leon's Typewriter & Supply Co.; Moran's Home Decorating Centers. It lost: Clover Home Leisure Center; Darvish Oriental Carpet; Command Performance; Empire Vision Center.

Billings breakdown: Newspapers 4%, radio 45%, spot tv 45%, cable tv 2%, outdoor 3%, direct mail 1%.

Top exec: Herb Gross, president. Employes: 9.

Phone: (716) 244-3711.

Gross Townsend Frank, New York, reported gross income of $3,500,000 in 1985 on billings of $23,300,000. In 1984, it reported gross income of $3,000,000 on billings of $20,000,000.

The agency's 1985 and 1984 U.S. volumes were all in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- GFT Public Relations

In 1985, the agency gained: Adria Laboratories; Helmsley-Spear; CooperVision Ophthalmic Products. It lost: Clay Adams.

Billings breakdown: Cable tv 5%, business papers 55%, point of sale 5%, direct mail 15%, collateral 20%.

Top exec: Alan Gross, president. Employes: 65.

Phone: (212) 475-4040.

Group Two Advertising, Philadelphia, recorded gross income of $2,360,000 in 1985 on billings of $15,750,000. In 1984, it reported gross income of $2,130,000 on billings of $14,250,000.

The agency did not break out its U.S. volume.

Included in the agency's figures were returns from its office in Fort Lauderdale.

In 1985, the agency gained: North American Homes; Perico Island; Austin Hills; Entertainment Group; Ryland Modular Homes; Stetson Hills; Queensberry Court; Stratton Forest. It lost: Marriott Hotels (regional); Jefferson Bank; Southwest Mgmt; Financo.

Billings breakdown: Newspapers 78%, magazines 2%, radio 5%, spot tv 5%, outdoor 2%, business papers 3%, direct mail 5%.

Top execs: Richard Elkman, president; Ronald Elkman, exec vp; Lee Clemmer, acct super; Michael Erace, creative director; Ray Sundo, art director; Dorothy Montgomery, comptroller. Employes: 51 in 2 offices.

Phone: (215) 561-2200.

Grover & Carroll, Boston, had estimated gross income of $191,000 in 1985 on billings of $1,200,000.

The agency's 1985 U.S. volume consisted of $800,000 in media and $400,000 in materials and services. The agency did not report for 1984.

In 1985, the agency gained: Mansfield Scientific, cardiology prods; Scanditronix, PET scanning systems.

Billings breakdown: Medical journals 50%, business papers 50%.

Top exec: C. Stuart Grover, presi-

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Carl Guldberg Agency, Ann Arbor, Mich., reported gross income of $399,287 in 1985 on billings of $2,590,039. In 1984, it reported gross income of $296,784 on billings of $1,975,177.

The agency's 1985 U.S. volume consisted of $234,586 in media, $424,094 in materials and services and $1,931,359 in capitalized fees. Its 1984 U.S. volume consisted of $191,173 in media, $293,579 in materials and services and $1,490,425 in capitalized fees.

In 1985, the agency gained: Wheel Horse Products; General Products; Ann Arbor Transportation Authority; QED Environmental Systems; Diamond Sensor Systems.

Billings breakdown: Newspapers 5%, medical journals 10%, spot tv production 6%, business papers 15%, direct mail 20%, catalogs 44%.

Top exec: Carl E. Guldberg, president. Employes: 9.
Phone: (313) 761-8678. ☑

Gumpertz/Bentley/Fried, Los Angeles, reported gross income of $2,294,580 in 1985 on billings of $18,184,347. In 1984, it reported gross income of $2,102,184 on billings of $16,500,000.

The agency's 1985 U.S. volume consisted of $12,320,425 in media, $1,857,072 in materials and services and $4,006,850 in capitalized fees. Its 1984 U.S. volume consisted of $11,472,327 in media, $1,348,941 in materials and services and $3,678,732 in capitalized fees.

In 1985, the agency gained: CareAmerica; Latrobe Brewing; Sundor Brands, Appletise. It lost: Redken Laboratories.

Billings breakdown: Newspapers 7%, magazines 12%, radio 19%, network tv 13%, spot tv 42%, business papers 2%, farm publications 5%.

Top Execs: Richard H. Fried, president; Robert L. Porter, Gerald W. Wright, Robert F. Vanderstok, senior vps. Employes: 32.
Phone: (213) 931-6301.

Haddon Advertising, Chicago, reported gross income of $3,200,000 in 1985 on billings of $27,077,000. In 1984, it reported gross income of $2,965,000 on billings of $24,015,000.

In 1985, it reported net income of $400,000, compared with $425,000 in 1984.

The agency's 1985 U.S. volume consisted of $3,300,000 in media, $3,100,000 in materials and services and $20,677,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,900,000 in media, $3,400,000 in materials and services and $16,715,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Haddon, Lynch & Baughman, pr

In 1985, the agency gained: Beneficial Insurance Group; Murdoch & Coll, real estate; Safety Harbor Spa & Fitness Center; USAA Federal Savings Bank.

Billings breakdown: Newspapers 12%, magazines 15%, radio 25%, spot tv 15%, direct mail 13%, direct response magazines 20%.

Top execs: Harvey L. Haddon, president; Jacqueline Wagner, Adrianne Richmond, vps. Employes: 50.
Phone: (312) 943-6266. ☑

Halcyon Associates, Brooklyn, reported gross income of $225,000 in 1985 on billings of $1,501,000. In 1984, it reported gross income of $149,000 on billings of $997,000.

The agency's 1985 U.S. volume of $1,501,000 consisted of $280,000 in media, $214,000 in materials and services and $1,007,000 in capitalized fees. Its 1984 U.S. volume of $997,000 consisted of $150,000 in media, $100,000 in materials and services and $747,000 in capitalized fees.

In 1985, the agency gained: Software Publishers Assn.; VM Personal computing, RELAY Gold; Value Screen Plus. It lost: Dun & Bradstreet's, Moody's on Dialog.

Billings breakdown: Newspapers 5%, magazines 40%, business papers 5%, direct mail 25%, catalogs 5%, free-standing inserts 20%.

Top exec: Donald R. Fleck, president. Employes: 6.
Phone: (718) 636-9800.

Haley & Ruckle, Boston, reported gross income of $745,740 in 1985 on billings of $3,242,350. In 1984, it reported gross income of $363,400 on billings of $2,300,000.

The agency's 1985 U.S. volume consisted of $1,812,624 in media, $663,243 in materials and services and $766,483 in capitalized fees. Its 1984 U.S. volume consisted of $1,080,000 in media, $390,000 in materials and services and $830,000 in capitalized fees.

In 1985, the agency gained: Boston Co., mutual funds, Gold Card line of credit; Harvard University Press. It lost: Great Cuts Haircutting Shops; White Cliffs Seacoast Condominiums; Bay Tower Room Restaurant.

Billings breakdown: Newspapers 15%, magazines 10%, radio 30%, spot tv 5%, outdoor 5%, business papers 5%, direct mail 5%, direct response radio 20%, direct response newspapers 5%.

Top execs: Edgar Ruckle, president; Gene Haley, exec vp. Vps—Dianne Driscoll, operations; George Brewer, co-creative director. Employes: 13.
Phone: (617) 542-7777.

Haller Schwarz, Los Angeles, reported gross income of $1,148,000 in 1985 on billings of $7,659,000. In 1984, it reported gross income of $1,085,000 on billings of $7,250,000.

Included in the agency's figures were returns from subsidiary:

- Plummer & Friends, art production

In 1985, the agency gained: Biltmore Hotel; Burlington Northern Air Freight; Computer Software Designs, MacLion Software; RB Furniture; Zehntel, automotive test equipment. It lost: MacLion Software; Informatics General Corp.; Manufacturing Technologies; Protocol Computers; Rosemarie Stack, Le Grains Perfumes.

Billings breakdown: Newspapers 20%, magazines 35%, supplements 5%, radio 5%, spot tv 5%, outdoor 5%, business papers 15%, point of sale 5%, direct mail 5%.

Top execs: Henry Schwarz, president, principal; Anthony Haller, senior vp, principal; Richard Chodkowski, creative director, principal; Missy Powell, vp-acct services; Allene Gray, media director. Employes: 15.
Phone: (213) 462-4433. ☑

Hallmark Advertising, Pittsburgh, reported gross income of $1,415,200 in 1985 on billings of $12,768,000. In 1984, it reported gross income of $1,512,000 on billings of $10,201,000.

The agency's 1985 U.S. volume consisted of $8,500,000 in media, $1,600,000 in materials and services and $2,668,000 in capitalized fees. Its 1984 U.S. volume consisted of $7,000,000 in media, $1,200,000 in materials and services and $2,001,000 in capitalized fees.

In 1985, the agency gained: Bonanza Family Restaurants; Bryant Air Conditioners; Freight Liquidators; Pontiac Dealers of Northwest Pa.

Billings breakdown: Newspapers 8%, magazines 2%, supplements 3%, radio 22%, spot tv 45%, cable tv 3%, outdoor 2%, business papers 1%, transit advertising 1%, point of sale 6%, Yellow Pages 1%, direct mail 2%, direct response tv 1%, free-standing inserts 2%, other 1%.

Top execs: Marvin S. Jacobsen, president; William S. Binstock, vp-accts; Debra Sigal, corp vp; Evelyn S. Stone, secretary. Employes: 42.
Phone: (412) 687-0400.

Hammond Farrell, New York, reported gross income of $2,760,000 in 1985 on billings of $18,400,000. In 1984, it reported gross income of $2,760,000 on billings of $17,980,000.

The agency's 1985 U.S. volume consisted of $2,276,000 in media, $1,535,000 in materials and services and $14,589,000 in capitalized fees. Its 1984 U.S. volume consisted of $2,187,229 in media, $1,461,622 in materials and services and $14,331,149 in capitalized fees.

In 1985, the agency gained: Pirelli Optronic Systems; RCA Americom Video & Audio Services.

Billings breakdown: Newspapers 10%, magazines 65%, spot tv 5%, catalogs 5%, collateral 15%.

Top execs: Hugh J. Farrell, president; James E. Carter, senior vp. Vps—Jeffrey W. Kaumeyer; Michael Rosen, exec art director. Employes: 26.
Phone: (212) 696-5710.

Harland & Tine & White, Hartford, Conn., reported gross income of $2,966,411 in 1985 on billings of $20,252,422. In 1984, it reported gross income of $2,791,757 on billings of $18,617,781.

The agency's 1985 U.S. volume consisted of $5,681,497 in media, $2,007,854 in materials and services and $12,563,071 in capitalized fees. Its 1984 U.S. volume consisted of $4,659,888 in media, $1,823,509 in materials and services and $12,134,384 in capitalized fees.

Included in the agency's figures were returns from its Norwalk, Conn., office.

In 1985, the agency gained: Coldwater Seafood Corp; Connecticut Dept of Economic Devel; New Haven Savings Bank; Park Place. It lost: Hitchcock Chair Co.

Billings breakdown: Newspapers 5%, magazines 21%, supplements 2%, outdoor 40%, direct mail 3%, catalogs 4%, other 21%.

Top execs: Will W. White III, president-ceo; David M. Tine, chmn; Susan Harland, exec vp. Employes: 41 in 2 offices.
Phone: (203) 728-0000.

Harmon Smith Advertising, Kansas City, Mo., reported gross income of $1,312,285 in 1985 on billings of $8,935,538. In 1984, it reported gross income of $1,244,622 on billings of $8,574,315.

The agency's 1985 U.S. volume consisted of $1,756,712 in media, $3,965,526 in materials and services and $3,213,300 in capitalized fees. Its 1984 U.S. volume consisted of $2,758,659 in media, $2,871,241 in materials and services and $2,944,505 in capitalized fees.

Billings breakdown: Newspapers 18%, magazines 52%, radio 5%, spot tv 8%, business papers 14%, farm publications 3%.

Top execs: Austin Harmon, president; John Lee Smith, vp-secretary; Barbara Behner, treasurer; John Rylee, exec vp. Employes: 23.
Phone: (816) 756-0756.

Harris-Edwards, Philadelphia, reported gross income of $1,264,153 in 1985 on billings of $8,423,726. In 1984, it reported gross income of $1,011,323 on billings of $6,738,985.

In 1985, it reported net income of $301,341, compared with $241,073 in 1984.

The agency's 1985 U.S. volume consisted of $866,925 in media, $43,700 in materials and services and $7,513,101 in capitalized fees. Its 1984 U.S. volume consisted of $693,540 in media, $34,960 in materials and services and $6,010,485 in capitalized fees.

In 1985, the agency gained: Life & Health America; Keystone Franklin; Solomon Schnechter Day School; Richman's Ice Cream.

Billings breakdown: Newspapers 3%, magazines 8%, radio 3%, network tv 1%, spot tv 1%, cable tv 1%, outdoor 1%, business papers 25%, point of sale 3%, direct mail 17%, direct response tv 2%, direct response radio 18%, direct response newspapers 15%, direct response magazines 1%, free-standing inserts 1%.

Top execs: Elizabeth F. Harris, president; Edward J. DiUlio, exec vp. Employes: 18.
Phone: (215) 735-3003.

Hart/Conway Co., Rochester, N.Y., reported gross income of $790,121 in 1985 on billings of $5,270,106. In 1984, it reported gross income of $831,987 on billings of $5,549,353.

The agency's 1985 U.S. volume consisted of $2,716,544 in media, $264,458 in materials and services and $2,289,104 in capitalized fees. Its 1984 U.S. volume consisted of $2,497,195 in media, $288,524 in materials and services and $2,763,634 in capitalized fees.

In 1985, the agency gained: CAMDE Corp; Bill Gray's, family restaurants; Houseworks; Rochester Museum & Science Center; Thomas James, financial services; Patrick Pontiac.

Billings breakdown: Newspapers 31%, magazines 2%, radio 34%, spot tv 27%, outdoor 6%.

Top execs: Peter B. Whitcombe, president, treasurer; William A. Westerfield, exec vp. Employes: 20.
Phone: (716) 232-2930. ☑

William F. Haselmire Advertising, West Palm Beach, Fla., had estimated gross income of $450,000 in 1985 on billings of $3,000,000. In 1984, it had estimated gross income of $420,000 on billings of $2,800,000.

In 1985, the agency gained: Breisch Learning Center; Campbell-Branch; Cricket Shops; First American Realty Services; Lake Hospital; Shannon Ginn Construction; With Style Hair Designs; Wolfe Enterprises. It lost: Chapel Court; Corporate Design Interiors.

Billings breakdown: Newspapers 15%, magazines 9%, radio 16%, spot tv 44%, outdoor 3%, business papers 13%.

Top execs: William F. Haselmire, president; F. Dan Haselmire, vp-secretary, treasurer. Employes: 13.
Phone: (305) 655-8177.

Haselow & Associates, Cleveland, reported gross income of $570,000 in 1985 on billings of $4,051,900. In 1984, it reported gross income of $349,000 on billings of $2,523,830.

The agency's 1985 U.S. volume consisted of $250,000 in materials and services and $3,801,900 in capitalized fees. Its 1984 U.S. volume consisted of $196,000 in materials and services and $2,327,830 in capitalized fees.

In 1985, the agency gained: Ellwood City Forge, open die forgings; Uddeholm Corp, tool steels

Billings breakdown: Business papers 25%, direct mail 4%, catalogs/sales literature 34%, research 2%, other 35%.

Top execs: John H. Haselow, president; Joan L. Braidech, vp. Employes: 13.
Phone: (216) 831-6060. ☑

Healy-Schutte & Co., Buffalo, reported gross income of $4,065,000 in 1985 on billings of $29,120,000. In 1984, it reported gross income of $3,432,000 on billings of $24,093,000.

The agency's 1985 U.S. volume consisted of $4,345,000 in media, $3,751,000 in materials and services and $21,024,000 in capitalized fees. Its 1984 U.S. volume consisted of $4,161,000 in media, $3,491,000 in materials and services and $16,441,000 in capitalized fees.

Included in the agency's figures were returns from its office in Rochester, N.Y.

In 1985, the agency gained: Buffalo General Hospital; Convenient Food Marts; Buffalo Bisons. It lost: Columbus McKinnon Corp.

Billings breakdown: Newspapers 19%, magazines 25.8%, radio 12.0%, spot tv 41.7%, outdoor 1.4%.

Top execs: Presidents—Alden F. Schutte, ceo; Nancy Turgeon (Rochester). Richard Day, senior vp, acct services. Vps—Richard P. Tamulski, finance, admin; James Chirumbolo, operations; Richard Walsh, mgmt services; David Colway, finance (Rochester). Employes: 96 in 2 offices.
Phone: (716) 884-2120.

Roni Hicks & Associates, San Diego, reported gross income of $1,079,551 in 1985 on billings of $6,773,095. In 1984, it reported gross income of $904,753 on billings of $5,684,368.

The agency's 1985 U.S. volume consisted of $1,065,207 in media, $1,346,656 in materials and services and $4,361,232 in capitalized fees. Its 1984 U.S. volume consisted of $800,000 in media, $1,176,475 in materials and services and $3,707,893 in capitalized fees.

In 1985, the agency gained: Di Giorgio Devel, Rams Hill; American Medical Intl, western div; Fieldstone Co., Orange County corp office; Willis M. Allen Co.; Harry L. Summers Inc; Gaslamp Quarter Theatre; San Dieguito Group; Wayne Foster Entertainment Productions. It lost: Watt Industries, Fairbanks Ranch; Collins Devel, University Canyon; Home Capital Corp, Barrington Place.

Billings breakdown: Newspapers 53%, magazines 20%, radio 25%, outdoor 0.5%, business papers 1.5%.

Top exec: Roni Hicks, president. Employes: 17.
Phone: (619) 296-8806. ☑

Hicks & Grayson, Coral Gables, Fla. reported gross income of $394,465 in 1985 on billings of $2,089,731. In 1984, it reported gross income of $404,271 on billings of $2,414,611.

The agency's 1985 U.S. volume consisted of $1,172,945 in media, $633,798 in materials and services and $282,988 in capitalized fees. Its 1984 U.S. volume consisted of $1,427,967 in media, $534,965 in materials and services and $451,679 in capitalized fees.

In 1985, the agency gained: Sentinel Group, specialty glass; Hopkins-Easton & Associates, real estate syndication; Medical Care Devel; Damone/Andrew; Coconut Grove Hotel. It lost: CD Medical, artificial kidneys.

Billings breakdown: Newspapers 21%, magazines 15%, medical journals 5%, radio 18%, spot tv 25%, business papers 10%, Yellow Pages 1%, direct mail 2%, other 3%.

Top execs: Donald J. Hicks, president; Stephan A. Grayson, vp. Employes: 3.
Phone: (305) 444-7463. ☑

Hiebing Group, Madison, Wis., reported gross income of $801,436 in 1985 on billings of $6,305,981. In 1984, it reported gross income of $727,207 on billings of $5,441,163.

In 1985, it reported net income of $113,677 before taxes, profit sharing and bonus, compared with $111,677 in 1984.

The agency's 1985 U.S. volume consisted of $1,088,584 in media, $835,514 in materials and services and $4,381,883 in capitalized fees. Its 1984 U.S. volume consisted of $873,365 in media, $438,254 in materials and services and $4,129,544 in capitalized fees.

In 1985, the agency gained: Home Savings & Loan; Physicians Plus; First Natl Bank & Trust. It lost: Brady's; Portel Services Network; Quisling Clinic.

Billings breakdown: Newspapers 10%, magazines 5%, radio 6%, spot tv 55%, outdoor 3%, point of sale 1%, direct mail 5%, collateral, rsch 15%.

Top exec: Roman G. Hiebing Jr., president. Employes: 19.
Phone: (608) 256-6357. ☑

Hinton & Steel, Seattle, reported gross income of $405,095 in 1985 on billings of $3,163,541. In 1984, it reported gross income of $314,572 on billings of $2,348,748.

In 1985, it reported net income of $15,402, compared with $11,779 in 1984.

The agency's 1985 U.S. volume consisted of $822,620 in media, $447,368 in materials and services and $1,893,553 in capitalized fees. Its 1984 U.S. volume consisted of $632,865 in media, $409,251 in materials and services and $1,306,632 in capitalized fees.

In 1985, the agency gained: Luxor North America, satellite television systems; Washington Dental Systems, dental insurance.

Billings breakdown: Newspapers

20%, magazines 5%, radio 20%, spot tv 20%, outdoor 5%, business papers 10%, transit advertising 5%, Yellow Pages 5%, direct mail 5%, catalogs 5%.

Top execs: Dennis D. Hinton, president; David C. Steel Jr., secretary, treasurer. Employes: 12.

Phone: (206) 441-3455. ☑

Hirsch Elliott Inc., New York, reported gross income of $752,000 in 1985 on billings of $5,012,900. In 1984, it reported gross income of $487,029 on billings of $3,944,928.

The agency's 1985 U.S. volume consisted of $688,000 in media, $1,190,000 in materials and services and $3,134,900 in capitalized fees. Its 1984 U.S. volume consisted of $606,000 in media, $815,000 in materials and services and $2,523,928 in capitalized fees.

The agency did not consolidate subsidiary:

- Barmmer Elliott Public Relations

In 1985, the agency gained: American Institute of Chemical Engineers, trade shows; CenterCore; Coleco, Sectaurs Club; Ektron Systems; Nabisco Brands, recruitment adv; Travelers Co., recruitment adv. It lost: James Talcott Inc., factoring and business credit.

Billings breakdown: Newspapers 25%, magazines 1%, radio 3%, business papers 27%, direct mail 25%, brochures 19%.

Top execs: Don Elliott, president; Bernie Hirsch, exec vp. Employes: 13.

Phone: (212) 819-9320.

J.P. Hogan & Co., Knoxville, Tenn., reported gross income of $1,512,865 in 1985 on billings of $10,252,430. In 1984, it reported gross income of $1,215,840 on billings of $8,105,600.

In 1985, it had net income of $195,330, compared with $287,725 in 1984.

The agency's 1985 U.S. volume consisted of $2,426,465 in media, $1,522,860 in materials and services and $6,303,105 in capitalized fees. Its 1984 U.S. volume consisted of $2,066,480 in media, $1,166,520 in materials and services and $4,872,600 in capitalized fees.

In 1985, the agency gained: Carpet Cushion Council; Kingsdown; Piedmont Energy Systems; Sealmaster. It lost: Colorstrand; Custom Coating; Macawber Engineering; Recticel Foam Corp.

Billings breakdown: Newspapers 3.2%, magazines 4.6%, radio 3.6%, spot tv 3.4%, cable tv 0.6%, business papers 12.8%, point of sale 9.4%, Yellow Pages 0.5%, direct mail 21.2%, catalogs and brochures 19.6%, pr, mktg, fees 21.1%.

Top execs: Joseph P. Hogan, president; Ray V. Anthony, exec vp; Robert J. Luedeka, vp. Employes: 28.

Phone: (615) 546-7661.

Holmes, Boucher & Co., Providence, R.I., which acquired Williams Co., Providence, R.I., in 1985, reported gross income of $476,000 in 1985 on billings of $3,175,000. In 1984, it reported gross income of $464,000 on billings of $3,105,000.

The agency's 1985 U.S. volume consisted of $980,000 in media, $810,000 in materials and services and $1,385,000 in capitalized fees. Its 1984 U.S. volume consisted of $816,000 in media, $815,000 in materials and services and $1,474,000 in capitalized fees.

In 1985, the agency gained: American Fund Raising Services; Freeman Furniture; MillTowne Marketplace. It lost: Columbus Natl Bank.

Billings breakdown: Newspapers 5%, magazines 30%, radio 10%, local tv 5%, business papers 50%.

Top execs: M. Jeffery Holmes, president; Roger W. Boucher, exec vp; Milo J. Berking, vp. Employes: 8.

Phone: (401) 331-6331. ☑

Homer & Durham Advertising, New York, reported gross income of $2,708,022 in 1985 on billings of $20,376,384. In 1984, it reported gross income of $2,580,722 on billings of $18,710,501.

The agency's 1985 U.S. volume consisted of $6,183,875 in media, $1,338,557 in materials and services and $12,853,952 in capitalized fees. Its 1984 U.S. volume consisted of $6,134,290 in media, $1,500,155 in materials and services and $11,076,056 in capitalized fees.

In 1985, the agency gained: Boston Safe Deposit & Trust Co.; Home Life Insurance; Cutlass & Moore; Lykes Bros. Steamship Co.; Frederick Wildman & Sons, wine importers; Colonial Penn Financial Group. It lost: Olds Metro Club Dealers Associates; Salen Lindblad Cruising.

Billings breakdown: Newspapers 14%, magazines 25%, supplements 2%, radio 5%, spot tv 7%, business papers 24%, point of sale 11%, Yellow Pages 1%, direct mail 8%, direct response magazines 2%, free-standing inserts 1%.

Top execs: Tamara K. Homer, president; Guy F. Durham, exec vp. Vps—John Fisher, mktg; June Wohlhorn, media; John Gruntkowski, production. Employes: 40.

Phone: (212) 477-5400.

Hood, Hope & Associates, Tulsa, reported gross income of $4,397,614 in 1985 on billings of $31,016,833. In 1984, it reported gross income of $4,376,235 on billings of $30,250,019.

The agency's 1985 U.S. volume consisted of $5,236,555 in media, $2,256,675 in materials and services and $23,523,603 in capitalized fees. Its 1984 U.S. volume consisted of $4,864,527 in media, $2,353,667 in materials and services and $23,031,825 in capitalized fees.

In 1985, the agency gained: Oklahoma Oldsmobile Dealers; MotorGuide; Intl American Ceramics; Brass Tracker, boats; Pro-Mark, Weight Watchers dairy prods; C.E. Invalco. It lost: Doubletree Hotel; Bank of Commerce, Kensington.

Billings breakdown: Newspapers 20%, magazines 42%, radio 8%, spot tv 18%, cable tv 1%, outdoor 1%, business papers 8%, farm publications 2%.

Top execs: C.H. Hood, chmn; J.R. Roberts, vice chmn; B.E. Fick, president; J.B. Bowers, exec vp; W.B. Bowlin, D.C. Schrage, senior vps. Employes: 89.

Phone: (918) 250-9511. ☑

Hood, Light & Geise, Harrisburg, Pa., reported gross income of $546,218 in 1985 on billings of $3,570,000. In 1984, it reported gross income of $484,733 on billings of $3,465,000.

In 1985, it had net income of $13,000, compared with $23,000 in 1984.

The agency's 1985 U.S. volume consisted of $1,090,000 in media, $412,000 in materials and services and $2,068,000 in capitalized fees. Its 1984 U.S. volume consisted of $1,424,000 in media, $373,000 in materials and services and $1,668,000 in capitalized fees.

Billings breakdown: Newspapers 26%, magazines 11%, radio 22%, network tv 24%, outdoor 17%.

Top exec: George Geise, president. Employes: 14.

Phone: (717) 234-8091.

Hughes Advertising, St. Louis, reported gross income of $1,722,446 in 1985 on billings of $14,028,921. In 1984, it reported gross income of $1,723,133 on billings of $13,814,684.

The agency's 1985 U.S. volume consisted of $4,975,222 in media, $1,318,103 in materials and services and $7,735,596 in capitalized fees. Its 1984 U.S. volume consisted of $4,933,463 in media, $1,606,572 in materials and services and $7,274,649 in capitalized fees.

In 1985, the agency gained: Prince Gardner; Rawlings; Ravarino & Freschi; St. Mary's Hospital; Hager Hinge; Universal Match; Imperial Charcoal. It lost: KangaROOS; Marriott's Tan-Tar-A Resort; Bi-State Development

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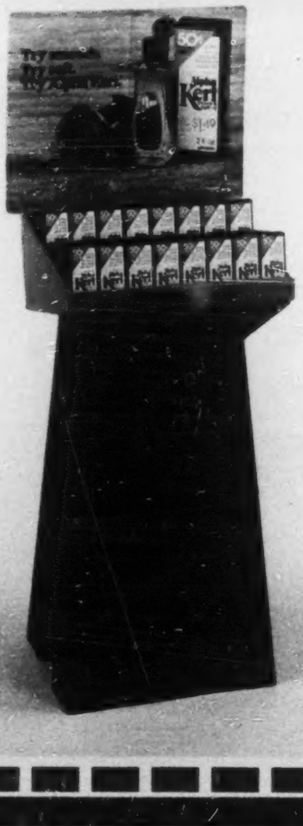

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Agency.

Billings breakdown: Newspapers 10%, magazines 10%, radio 20%, spot tv 32%, cable tv 1%, outdoor 2%, business papers 15%, direct mail 10%.

Top execs: Jack A. Hughes, president; Larry R. McLane, exec vp; Donald H. Fosher, Henry George, senior vps. Employes: 34.

Phone: (314) 862-9111. ☑

Huntsinger, Jeffer, VanGroesbeck, Richmond, Va., reported gross income of $2,438,494 in 1985 on billings of $15,198,994. In 1984, it reported gross income of $1,772,011 on billings of $11,094,813.

In 1985, it reported net income of $179,093, compared with $21,248 in 1984.

The agency's 1985 U.S. volume consisted of $9,530,337 in media, $522,579 in materials and services and $5,146,078 in capitalized fees. Its 1984 U.S. volume consisted of $5,789,715 in media, $549,715 in materials and services and $4,755,383 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- HJV Telemarketing
- Personal Letters
- Old Dominion List Co.

In 1985, the agency gained: C.A.R.E.

Billings breakdown: Newspapers 2%, magazines 17%, spot tv 7%, direct mail 65%, telemarketing 8%, printing 1%.

Top execs: Jerald E. Huntsinger, chmn; Donald P. Jeffer, president; Kevin VanGroesbeck, exec vp; Edward T. Hurley, vp operations. Employes: 75.

Phone: (804) 266-2499. ☑

Image Dynamics, Baltimore, had estimated gross income of $1,856,000 in 1985 on billings of $12,374,889. In 1984, it had estimated gross income of $1,494,000 on billings of $9,958,687.

The agency's 1985 U.S. volume consisted of $2,857,113 in media and $9,517,777 in capitalized fees. No volume breakouts were provided in 1984.

In 1985, the agency gained: Embassy Suites; Medex Corp.; Westinghouse Lima; Scarlett Place; Frederick Ward Associates; Price Co.; Baltimore Federal Financial; Medical & Chirurgical Faculty; Operetta Renaissance; Popeyes; Prime Rib. It lost: King's Grant; Northern Pharmacy; Morgan Millard; Museum Cafe.

Billings breakdown: Newspapers 20%, magazines 12%, medical journals 1%, supplements 2%, radio 24%, spot tv 18%, cable tv 3%, outdoor 5%, business papers 5%, transit advertising 2%, direct mail 1%, catalogs 1%, direct response tv 1%, direct response radio 1%, direct response newspapers 1%, direct response magazines 1%, freestanding inserts 1%, other 1%.

Top exec: Phyllis B. Brotman, president-ceo. Employes: 27.

Phone: (301) 539-7730. ☑

Impact Marketing & Communications, Boston, reported gross income of $1,750,000 in 1985 on billings of $8,102,000. In 1984, it reported gross income of $950,000 on billings of $4,834,500.

The agency's 1985 U.S. volume consisted of $2,600,000 in media, $1,500,000 in materials and services and $4,002,000 in capitalized fees. Its 1984 U.S. volume consisted of $1,700,000 in media, $800,000 in materials and services and $2,334,500 in capitalized fees.

In 1985, the agency gained: Computer Design & Applications; Midland-Ross Corp; Miraco; Imagitex. It lost: Ventron Corp; Bird Johnson Corp; Project Software & Development.

Billings breakdown: Newspapers 5%, magazines 50%, radio 5%, direct mail 20%, catalogs 20%.

Top exec: Betsyann Duval, president. Employes: 30.

Phone: (617) 542-3130. ☑

InterCommunications, Newport Beach, Cal., reported gross income of $1,626,661 in 1985 on billings of $11,349,829. In 1984, it reported gross income of $1,062,827 on billings of $7,489,056.

The agency's 1985 U.S. volume consisted of $500,000 in materials and services and $10,849,829 in capitalized fees. Its 1984 U.S. volume consisted of $400,000 in materials and services and $7,089,056 in capitalized fees.

In 1985, the agency gained: Jack Nicklaus Devel. It lost: Genstar, land devel.

Billings breakdown: Newspapers 35%, magazines 20%, radio 10%, spot tv 10%, outdoor 20%, direct mail 5%.

Top exec: Toni Alexander, president, principal. Employes: 18.

Phone: (714) 644-7520. ☑

Intermarco Advertising, New York, reported gross income of $1,700,000 in 1985 on billings of $15,175,600. In 1984, it reported gross income of $1,649,000 on billings of $12,170,000.

The agency's 1985 U.S. volume consisted of $10,992,300 in media and $4,183,300 in capitalized fees. Its 1984 U.S. volume consisted of $7,997,000 in media and $4,173,000 in capitalized fees.

In 1985, the agency gained: French Govt Tourist Office; French West Indies; Credit Lyonnais; Marineland Bank. It lost: L'Oreal; City Investing.

Top execs: Arlene Hoffman, president-cfo; Nick Lamicella, vp-creative director. Employes: 16.

Phone: (212) 980-8550.

Isidor & Paulson, New York, reported gross income of $2,307,503 in 1985 on billings of $24,036,492. In 1984, it reported gross income of $1,400,000 on billings of $14,563,111.

The agency's 1985 U.S. volume consisted of $13,580,195 in media, $4,225,075 in materials and services and $6,231,222 in capitalized fees. Its 1984 U.S. volume consisted of $7,807,030 in media, $2,405,000 in materials and services and $4,351,061 in capitalized fees.

In 1985, the agency gained: Raytheon Co., Caloric Corp div; General Foods; Mobile Chemical Co.; Princess Hotel Intl; Spring Industries; Suntory Intl Corp. It lost: Moseley, Hallgarten,

Ten-year % growth review of top 25 agencies

Worldwide

Agencies by average annual % change in gross income

Rank	Agency	For '76-'85 avg.	max.	min.
1	Saatchi & Saatchi Compton	26.2%	57.5%	-6.0%
2	Backer & Spielvogel	25.8%	53.8%	-2.6%
3	Scali, McCabe, Sloves	23.9%	48.8%	12.7%
4	Ted Bates Worldwide	20.4%	50.4%	8.0%
5	Ogilvy Group	18.5%	34.0%	9.8%
6	BBDO International	16.8%	22.5%	9.4%
7	Young & Rubicam	16.5%	36.7%	2.7%
8	N W Ayer	15.9%	37.4%	2.1%
9	Needham Harper Worldwide	15.8%	23.7%	7.2%
10	Marschalk Campbell-Ewald	15.7%	44.1%	0.6%
11	Doyle Dane Bernbach	15.6%	44.9%	5.8%
12	Grey Advertising	15.6%	23.9%	11.0%
13	Wells, Rich, Greene	13.9%	27.7%	1.0%
14	Dancer Fitzgerald Sample	13.4%	31.4%	5.2%
15	William Esty Co.	13.2%	28.3%	-8.0%
16	J. Walter Thompson Co.	12.8%	27.0%	2.9%
17	HCM	12.6%	27.5%	-27.5%
18	Foote, Cone & Belding	12.4%	28.9%	-15.9%
19	SSC&B:Lintas Worldwide	12.0%	51.6%	-5.8%
20	C&W Group	11.7%	39.6%	-4.3%
21	McCann-Erickson Worldwide	11.6%	29.5%	-3.2%
22	Bozell, Jacobs, K&E	11.2%	23.9%	-4.0%
23	Leo Burnett Co.	10.9%	19.1%	-2.1%
24	D'Arcy Masius B&B	10.3%	22.8%	-4.7%
25	Ketchum Communications	10.2%	15.5%	-2.9%

Agencies by average annual % change in billings

Rank	Agency	For '76-'85 avg.	max.	min.
1	Saatchi & Saatchi Compton	26.6%	59.2%	-5.9%
2	Backer & Spielvogel	25.8%	54.6%	-2.7%
3	Scali, McCabe, Sloves	24.0%	42.3%	9.0%
4	Ogilvy Group	18.9%	38.7%	9.7%
5	Ted Bates Worldwide	18.7%	50.4%	7.3%
6	BBDO International	16.7%	32.4%	7.3%
7	Doyle Dane Bernbach	16.7%	43.2%	7.0%
8	Young & Rubicam	16.5%	41.3%	2.7%
9	N W Ayer	16.2%	38.0%	7.1%
10	Needham Harper Worldwide	15.9%	22.6%	6.7%
11	Marschalk Campbell-Ewald	15.7%	44.2%	0.6%
12	Grey Advertising	15.6%	23.9%	11.0%
13	Wells, Rich, Greene	13.9%	27.9%	2.5%
14	William Esty Co.	13.3%	28.3%	-8.0%
15	Dancer Fitzgerald Sample	12.8%	25.2%	2.4%
16	J. Walter Thompson Co.	12.8%	26.3%	3.5%
17	SSC&B:Lintas Worldwide	12.6%	49.9%	-4.6%
18	HCM	12.6%	27.5%	-26.3%
19	Bozell, Jacobs, K&E	12.5%	23.8%	-4.0%
20	Foote, Cone & Belding	12.4%	28.9%	-13.7%
21	C&W Group	11.9%	59.0%	-8.1%
22	McCann-Erickson Worldwide	11.6%	29.6%	-3.2%
23	Leo Burnett Co.	11.1%	19.3%	-0.1%
24	D'Arcy Masius B&B	10.3%	23.6%	-5.8%
25	Ketchum Communications	9.3%	19.8%	1.8%

U.S.

Agencies by average annual % change in gross income

Rank	Agency	For '76-'85 avg.	max.	min.
1	Saatchi & Saatchi Compton	29.9%	80.9%	6.4%
2	Ted Bates Worldwide	26.0%	80.8%	2.3%
3	Backer & Spielvogel	25.8%	53.8%	-2.6%
4	Ogilvy Group	22.5%	49.6%	12.3%
5	Marschalk Campbell-Ewald	20.9%	60.6%	-0.7%
6	Scali, McCabe, Sloves	20.1%	39.7%	6.0%
7	BBDO International	17.8%	28.4%	5.7%
8	Needham Harper Worldwide	16.9%	24.9%	6.1%
9	Young & Rubicam	16.9%	37.8%	5.4%
10	Doyle Dane Bernbach	15.8%	36.1%	6.6%
11	Bozell, Jacobs, K&E	15.4%	28.8%	-0.2%
12	Grey Advertising	15.4%	24.0%	5.4%
13	Foote, Cone & Belding	15.4%	23.9%	2.5%
14	J. Walter Thompson Co.	14.0%	20.1%	8.8%
15	Wells, Rich, Greene	13.9%	26.6%	1.0%
16	Dancer Fitzgerald Sample	13.7%	28.8%	5.3%
17	William Esty Co.	13.2%	28.3%	-8.0%
18	SSC&B:Lintas Worldwide	13.0%	24.7%	6.0%
19	McCann-Erickson Worldwide	12.6%	24.2%	-6.9%
20	N W Ayer	12.5%	26.4%	-3.7%
21	Ketchum Communications	11.7%	23.3%	6.4%
22	C&W Group	11.7%	39.6%	-4.3%
23	Leo Burnett Co.	10.5%	20.9%	-0.7%
24	D'Arcy Masius B&B	10.4%	18.0%	-9.4%
25	HCM	5.1%	24.0%	-52.1%

Agencies by average annual % change in billings

Rank	Agency	For '76-'85 avg.	max.	min.
1	Saatchi & Saatchi Compton	30.7%	82.4%	8.4%
2	Backer & Spielvogel	25.8%	54.6%	-2.7%
3	Ted Bates Worldwide	22.9%	80.8%	4.7%
4	Ogilvy Group	21.8%	50.8%	4.8%
5	Marschalk Campbell-Ewald	20.9%	60.8%	-0.6%
6	Scali, McCabe, Sloves	20.2%	40.0%	3.2%
7	BBDO International	17.7%	28.9%	5.9%
8	Bozell, Jacobs, K&E	17.3%	29.2%	-0.3%
9	Young & Rubicam	17.0%	46.9%	5.4%
10	Needham Harper Worldwide	17.0%	26.0%	6.1%
11	Doyle Dane Bernbach	16.7%	36.4%	5.4%
12	Grey Advertising	15.4%	23.2%	5.3%
13	Foote, Cone & Belding	15.4%	23.1%	2.8%
14	Dancer Fitzgerald Sample	14.7%	20.3%	3.0%
15	J. Walter Thompson Co.	14.0%	20.1%	8.8%
16	Wells, Rich, Greene	13.9%	26.7%	2.6%
17	N W Ayer	13.8%	26.4%	-0.1%
18	William Esty Co.	13.3%	28.3%	-8.0%
19	SSC&B:Lintas Worldwide	13.1%	26.4%	7.9%
20	McCann-Erickson Worldwide	12.6%	24.2%	-7.0%
21	C&W Group	11.9%	59.0%	-8.1%
22	Ketchum Communications	11.6%	23.5%	6.3%
23	Leo Burnett Co.	10.9%	23.9%	-0.6%
24	D'Arcy Masius B&B	10.8%	18.4%	-9.9%
25	HCM	5.1%	24.6%	-52.1%

Non-U.S.

Agencies by average annual % change in gross income

Rank	Agency	For '76-'85 avg.	max.	min.
1	Scali, McCabe, Sloves	73.4%	342.9%	-3.0%
2	HCM	36.9%	216.4%	-41.8
3	Saatchi & Saatchi Compton	27.5%	106.2%	-21.2%
4	Dancer Fitzgerald Sample	26.3%	120.3%	-89.3%
5	Wells, Rich, Greene	21.2%	83.3%	-46.2%
6	Grey Advertising	17.0%	49.4%	-4.2%
7	Young & Rubicam	16.2%	35.1%	-9.6%
8	Doyle Dane Bernbach	16.0%	64.9%	-10.6%
9	Ted Bates Worldwide	15.8%	36.7%	4.9%
10	BBDO International	15.1%	36.3%	-1.9%
11	Ogilvy Group	14.0%	27.3%	2.6%
12	SSC&B:Lintas Worldwide	12.2%	69.6%	-17.2%
13	Leo Burnett Co.	12.1%	28.1%	-4.3%
14	Needham Harper Worldwide	11.8%	39.8%	-9.3%
15	McCann-Erickson Worldwide	11.6%	35.5%	-11.3%
16	J. Walter Thompson Co.	11.6%	36.1%	-3.6%
17	D'Arcy Masius B&B	10.7%	30.2%	-8.0%
18	Foote, Cone & Belding	9.8%	44.8%	-57.3%
19	Marschalk Campbell-Ewald	5.3%	43.6%	-27.4%
20	Ketchum Communications	5.0%	33.8%	-42.7%
21	Backer & Spielvogel	NA	NA	NA
22	C&W Group	NA	NA	NA
23	N W Ayer	NA	NA	NA
24	William Esty Co.	NA	NA	NA
25	Bozell, Jacobs, K&E	-2.0%	9.6%	-43.2%

Agencies by average annual % change in billings

Rank	Agency	For '76-'85 avg.	max.	min.
1	Scali, McCabe, Sloves	70.2%	266.7%	-6.9%
2	N W Ayer	42.7%	173.3%	-7.1%
3	Saatchi & Saatchi Compton	27.5%	107.7%	-21.9%
4	HCM	25.6%	40.7%	1.3%
5	Wells, Rich, Greene	21.1%	85.7%	-47.2%
6	Doyle Dane Bernbach	17.1%	59.3%	-10.0%
7	Grey Advertising	17.0%	47.5%	-3.9%
8	Young & Rubicam	16.1%	33.5%	-10.1%
9	Ogilvy Group	15.7%	28.1%	2.9%
10	Dancer Fitzgerald Sample	15.7%	123.1%	-92.1%
11	BBDO International	15.2%	38.5%	-0.9%
12	Ted Bates Worldwide	14.7%	24.3%	5.0%
13	SSC&B:Lintas Worldwide	13.6%	69.0%	-24.3%
14	Leo Burnett Co.	12.1%	28.2%	-1.4%
15	McCann-Erickson Worldwide	11.6%	35.5%	-11.2%
16	Needham Harper Worldwide	11.6%	37.9%	-1.4%
17	J. Walter Thompson Co.	11.6%	34.7%	-2.6%
18	D'Arcy Masius B&B	10.0%	33.1%	-6.1%
19	Foote, Cone & Belding	9.6%	44.8%	-54.9%
20	Marschalk Campbell-Ewald	5.3%	43.5%	-27.3%
21	Ketchum Communications	2.0%	64.1%	-23.1%
22	Backer & Spielvogel	NA	NA	NA
23	C&W Group	NA	NA	NA
24	William Esty Co.	NA	NA	NA
25	Bozell, Jacobs, K&E	-2.0%	9.3%	-43.0%

NOTES: Dollars in millions.

Agencies appearing in this 10-year retrospective are the top 25 agencies in 1985 in world gross income. Each agency's dollar value on which the annual percentage growth and annual volume growth were based include subsidiaries from the year their financial results were consolidated into the parent. There is some "double-dipping" on this chart. For example, the gross income and billings for subsidiaries, William Esty, HCM, Cole & Weber, and Scali, McCabe, Sloves, were included in their parent totals from the year they were bought to the present. Individual agency totals also include numbers for agencies bought, merged and folded (losing their identity) into the parent not only for the year purchased, but for preceding years to 1976. This provides a historical reading of the agency as it exists today. An example of this would be FCB International's purchase of NCK (Norman, Craig & Kummel) Organization in 1982. NCK gross income and billings for 1976-1982 were thus merged into FCB.

Backer & Spielvogel's review covers only six years.

Estabrook & Weeden, stockbrokers.

Billings breakdown: Newspapers 23%, magazines 15%, radio 3%, spot tv 56%, business papers 3%.

Top execs: Paul J. Paulson, president-ceo; Anthony Isodor, chmn, creative director. Employes: 21.

Phone: (212) 972-7500.

Jacobs & Clevenger, Chicago, reported gross income of $342,464 in 1985 on billings of $2,646,251. In 1984, it reported gross income of $257,536 on billings of $2,007,280.

The agency's 1985 U.S. volume consisted of $133,185 in media, $323,825 in materials and services and $2,189,241 in capitalized fees. Its 1984 U.S. volume consisted of $73,879 in media, $326,618 in materials and services and $1,606,283 in capitalized fees.

In 1985, the agency gained: Enabling Technologies, Easy3D Software; *Chicago* magazine; American Board of Medical Specialties; South Chicago Community Hospital. It lost: Intl Software Technology; Pines & Birches.

Billings breakdown: Direct mail 88%, catalogs 5%, direct response newspapers 2%, direct response magazines 5%.

Top execs: Ron Jacobs, president; Penny Clevenger, vp-cfo; Judith Finerty, exec vp, creative director. Employes: 14.

Phone: (312) 944-2075.

JAM & Corbett Advertising, Columbus, O., reported gross income of $862,230 in 1985 on billings of $10,956,132. In 1984, it reported gross income of $612,490 on billings of $10,211,997.

The agency's 1985 U.S. volume consisted of $2,998,312 in media, $871,212 in materials and services and $7,086,608 in capitalized fees. Its 1984 U.S. volume consisted of $2,459,549 in media, $691,540 in materials and services and $7,060,908 in capitalized fees.

Included in the agency's figures were returns from offices Erie, Harrisburg and Philadelphia, Pa.

In 1985, the agency gained: Shoe Works; Scot's Lo-Cost; Continental Insurance, Commercial Life Insurance Co. div; Doctors Hospital.

Billings breakdown: Newspapers 22%, magazines 4%, supplements 6%, radio 28%, spot tv 23%, outdoor 4%, point of sale 4%, direct mail 9%.

Top execs: H. Douglas Jones, president; Joseph Anastasi, exec vp; Margaret Corbett, Maureen Lennon, senior vps. Employes: 31 in 4 offices.

Phone: (614) 221-2395. ☑

January & Associates, Nashville, Tenn., reported gross income of $693,000 in 1985 on billings of $4,950,000. In 1984, it reported gross income of $607,000 on billings of $4,400,000.

The agency's 1985 U.S. volume consisted of $4,100,000 in media and $850,000 in materials and services. Its 1984 U.S. volume consisted of $3,800,000 in media and $600,000 in materials and services.

In 1985, the agency gained: Tennessee Christian Medical Center; Music City Music Stores; Crump Co., insurance; Bowling Proprietors Assn of Nashville. It lost: Nashville Flea Market.

Billings breakdown: Newspapers 7%, magazines 1%, medical journals 0.2%, supplements 1.3%, radio 19.2%, spot tv 50%, cable tv 0.5%, outdoor 5%, point of sale 4%, Yellow Pages 1%, direct mail 3%, catalogs 0.8%, freestanding inserts 5%, pr 2%.

Top execs: John. J. January, president; Dotti Adams, vp. Employes: 16.

Phone: (615) 834-6323.

Jarman, Spitzer & Felix, New York, reported gross income of $2,719,431 in 1985 on billings of $16,610,000. In 1984, it reported gross income of $2,359,837 on billings of $14,454,825.

In 1985, it reported net income of $500,000, compared with $424,813 in 1984.

The agency's 1985 U.S. volume consisted of $7,810,000 in media, $5,446,463 in materials and services and $3,353,537 in capitalized fees. Its 1984 U.S. volume consisted of $6,210,855 in media, $5,302,500 in materials and services and $2,941,470 in capitalized fees.

Included in the agency's figures were returns from its unit, Crimmins Co-op Marketing, New York City.

In 1985, the agency gained: Acquanetics, NY oil reclamation for industry; American Technologies, automation systems, computerized ink-jet printing systems; Sekonic RTS, Sekonic photographics meter; Terminal Applications Group.

Billings breakdown: Newspapers 10%, magazines 12%, medical journals 15%, supplements 5%, radio 5%, direct mail 30%, direct response newspapers 10%, direct response magazines 10%, telemarketing 3%.

Top execs: John Spitzer, president; Richard Felix, chmn. Employes: 50 in 2 offices.

Phone: (212) 661-3322. ☑

Jason Group, New York, reported gross income of $800,250 in 1985 on billings of $8,809,000. In 1984, it reported gross income of $782,000 on billings of $7,975,000.

The agency's 1985 U.S. volume consisted of $5,822,000 in media and $2,987,000 in materials and services. Its 1984 U.S. volume consisted of $5,250,000 in media and $2,725,000 in materials and services.

In 1985, the agency gained: Lytel Inc.; Micro Edge; Scientific Evaluations Corp.

Billings breakdown: Newspapers 20%, magazines 45%, radio 10%, spot tv 15%, business papers 10%.

Top execs: Art Sasso, president; Vince Scotti, exec vp. Employes: 11.

Phone: (212) 759-9583. ☑

Jayme Organization, Cleveland, reported gross income of $3,420,000 in 1985 on billings of $27,283,071. In 1984, it reported gross income of $2,510,000 on billings of $19,863,754.

The agency's 1985 U.S. volume consisted of $2,440,416 in media, $2,258,035 in materials and services and $22,584,620 in capitalized fees. Its 1984 U.S. volume consisted of $1,660,776 in media, $1,961,528 in materials and services and $16,241,450 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- The BoardRoom, graphic design/sales promo
- Publicom, pr
- Strategic Research Center Mktg Rsch/Strategic Analysis

In 1985, the agency gained: Ziff-Davis Corp, Information Mktg Intl; Kaiser Chemicals; Harshaw/Filtrol Partnership; Diebold Inc., security prods div.

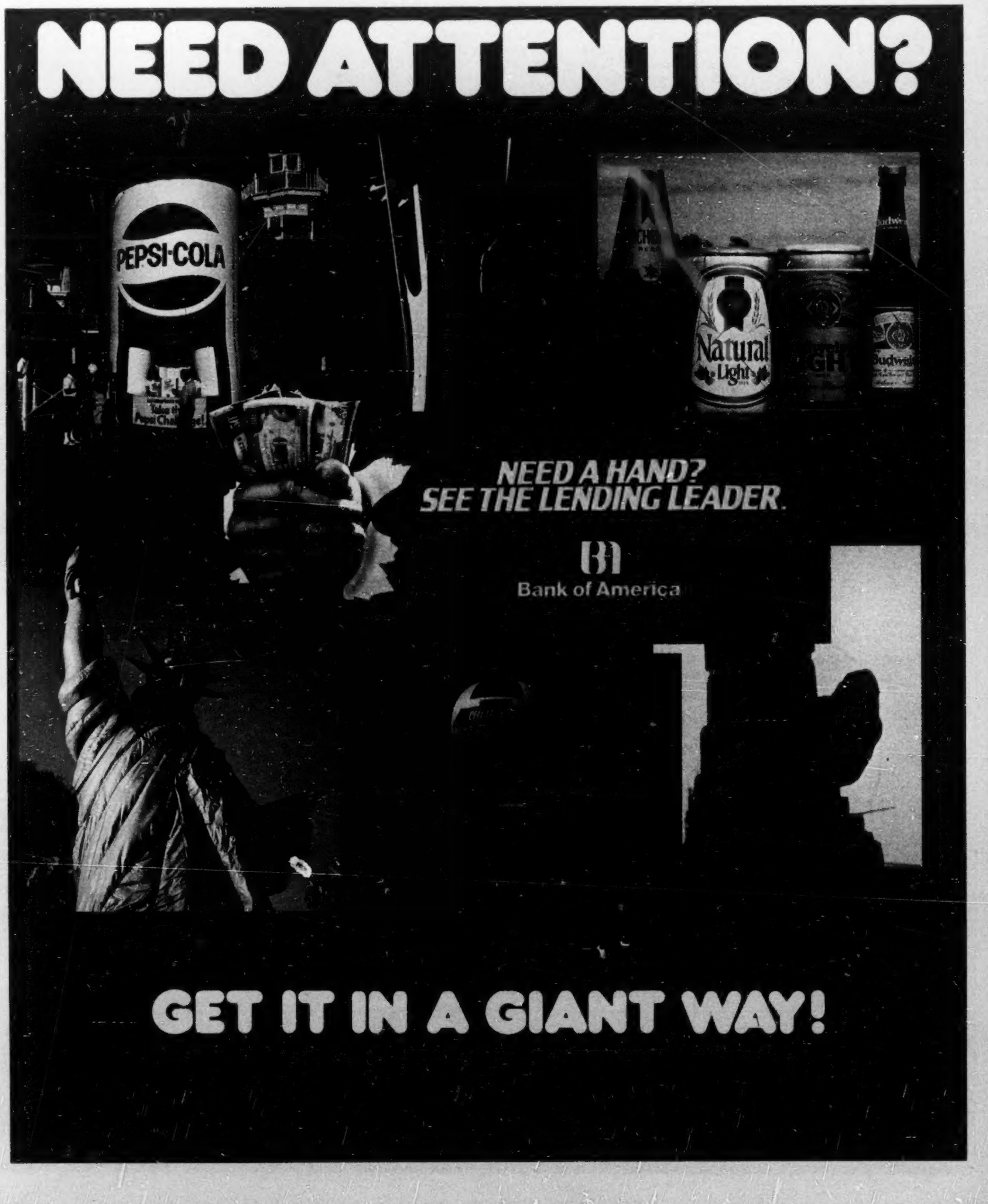
Billings breakdown: Newspapers 12%, magazines 15%, radio 10%, spot tv 5%, business papers 47%, point of sale 2%, Yellow Pages 2%, direct mail 7%.

Top execs: George N. Havens, chmn-ceo; Michael E. Cargile, president; Lawrence R. Kavanaugh, exec vp; Allen B. Straka, vp-finance. Presidents—Cathy A. Pokorny, Publicom; Kathleen M. Wallace, Strategic Research Center; Kim F. Zarney, The BoardRoom; James E. Horn, senior vp; Edward D. Young, honorary chmn. Employes: 75.

Phone: (216) 831-0110. ☑

T.S. Jenkins & Associates, Flint, Mich., reported gross income of $598,974 in 1985 on billings of $4,120,906. In 1984, it reported gross income of $414,000 on billings of $2,840,420.

The agency's 1985 U.S. volume consisted of $1,226,335 in media, $267,365 in materials and services and $2,627,206 in capitalized fees. Its 1984 U.S. volume consisted of $787,000 in media, $209,165 in materials and services and $1,844,255 in capitalized


NEED ATTENTION?
PEPSI-COLA
Natural Light
Budweiser
NEED A HAND?
SEE THE LENDING LEADER.
Bank of America
GET IT IN A GIANT WAY!

fees.

In 1985, the agency gained: J. Austin Oil; Water St. Pavilion, retail; Dee Cramer; Flint Area Conference; Narrae Intl.

Billings breakdown: Newspapers 38%, magazines 4%, radio 20%, spot tv 26%, outdoor 9%, business papers 3%.

Top execs: John G. LeSage, president; Kenneth C. Rice, exec vp; James M. Owsinski, vp; Patricia A. Franklin, secretary, treasurer. Employes: 13.

Phone: (313) 235-5654.

Jiloty, Shipley & Associates, Holly Hill, Fla., reported gross income of $430,482 in 1985 on billings of $2,989,082. In 1984, it reported gross income of $332,084 on billings of $2,294,041.

The agency's 1985 U.S. volume consisted of $841,865 in media, $548,078 in materials and services and $1,599,139 in capitalized fees. Its 1984 U.S. volume consisted of $827,038 in media, $383,629 in materials and services and $1,083,374 in capitalized fees.

In 1985, the agency gained: The Trails; University Hospital; Compusafe; Ormond in the Pines. It lost: Bellemead Devel Corp.

Billings breakdown: Newspapers 20%, magazines 48%, radio 10%, spot tv 5%, outdoor 5%, direct mail 10%, direct response tv 2%.

Top execs: Michael J. Jiloty, president; G. James Shipley, exec vp. Employes: 11.

Phone: (904) 677-0673.

Rick Johnson & Co., Albuquerque, reported gross income of $1,650,000 in 1985 on billings of $11,005,500. In 1984, it reported gross income of $1,477,000 on billings of $9,851,590.

The agency did not consolidate Sterling Tape or Sound Studio.

In 1985, the agency gained: Bolack Total Travel; Guynes Printing; Hinkle-Keeran Group; Springer Building Project; Villa Santenay; Albuquerque Museum; Bateman-Souders; European Lifestyles; Capitol Chevrolet; Customwood; CenterWest; LYNX ATM Network; New Mexico State Fair; Frank Bond for Governor. It lost: Campbell Mobile Homes; House of Carpets; Lovelace Health Plan; Strombergs; Wellborn.

Billings breakdown: Newspapers 10%, magazines 5%, radio 10%, network tv 20%, outdoor 15%, business papers 2%, point of sale 2%, direct mail 5%, catalogs 1%, free-standing inserts 2%, other 28%.

Top execs: Eric D. Johnson, president; Deborah U. Johnson, Sterling R. Grant, Lee Snedaker, senior vps. Employes: 44 in 2 offices.

Phone: (505) 881-7333. ☑

Jonethis Organization, Akron, reported gross income of $793,072 in 1985 on billings of $6,448,235. In 1984, it reported gross income of $716,318 on billings of $5,657,136.

The agency's 1985 U.S. volume consisted of $332,212 in media and $6,116,023 in capitalized fees. Its 1984 U.S. volume consisted of $191,331 in media and $5,465,805 in capitalized fees.

Billings breakdown: Newspapers 32.3%, magazines 19.6%, radio 25.7%, network tv 1.3%, business papers 4.1%, other 17%.

Top exec: David G. Jonethis, president. Employes: 16.

Phone: (216) 375-5122.

Jordan/Tamraz/Caruso Advertising, Chicago, reported a gross income of $4,300,000 in 1985 on billings of $28,680,000. In 1984, it reported gross income of $3,780,000 on billings of $25,200,000.

The agency's 1985 U.S. volume consisted of $20,600,000 in media, $5,480,000 in materials and services and $2,600,000 in capitalized fees. Its 1984 U.S. volume consisted of $18,040,000 in media, $4,520,000 in materials and services and $2,640,000 in capitalized fees.

In 1985, the agency gained: Space Options; Western Devel Corp; Business Computer Systems; MARTA Appliance Dealers; Buick Dealers (including Dallas/Fort Worth and Minneapolis/St. Paul); First United Financial Services; Mt. Prospect State Bank. It lost: Domino's Pizza (midwest region); Cook's Mart.

Billings breakdown: Newspapers 24%, magazines 10%, radio 19%, spot tv 32%, outdoor 4%, collateral 11%.

Top execs: Joe Caruso, president; Charles Jordan, exec vp. Employes: 66.

Phone: (312) 951-2000.

Juhl Agency, Elkhart, Ind., had estimated gross income of $3,600,000 in 1985 on billings of $23,569,982. In 1984, it had estimated gross income of $3,300,000 on billings of $21,534,294.

The agency's 1985 U.S. volume consisted of $5,141,000 in media, $2,669,000 in materials and services and $15,759,982 in capitalized fees. Its 1984 U.S. volume consisted of $5,114,664 in media, $2,752,000 in materials and services and $13,667,630 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Juhl Public Relations

In 1985, the agency gained: Plano Molding, fishing tackle boxes and tool boxes; Ajax Yardworks; Corporate Health Strategies; Walker Downriggers; Caradco, windows. It lost: Homecrest, kitchen cabinets.

Billings breakdown: Newspapers 0.8%, magazines 11.8%, radio 2.2%, spot tv 1.4%, business papers, Yellow Pages 5.7%, pr 21%, collateral/sales promo 50.2%.

Top execs: Leif R. Juhl, chmn; Howard Blackwood, president-ceo; Max Barrick, exec vp; James Dominello, senior vp. Employes: 83 in 3 offices.

Phone: (219) 293-5621. ☑

Kamstra Communications, St. Paul, Minn., had estimated gross income of $2,100,000 in 1985 on billings of $13,900,000. In 1984, it had estimated gross income of $1,935,000 on billings of $12,900,000.

The agency's 1985 U.S. volume consisted of $1,900,000 in media, $600,000 in materials and services and

Ten-year $ volume review of top 25 agencies

Worldwide

Agencies by average annual volume change in gross income

Rank	Agency	For '76-'85 avg.	max.	min.
1	Young & Rubicam	$44.0	$91.5	$9.1
2	Saatchi & Saatchi Compton	42.4	103.4	(5.0)
3	Ogilvy Group	41.7	75.1	21.7
4	Ted Bates Worldwide	41.4	119.4	7.5
5	J. Walter Thompson Co.	32.8	68.6	9.2
6	BBDO International	31.5	53.7	12.4
7	McCann-Erickson Worldwide	23.5	53.0	(8.9)
8	Grey Advertising	20.9	40.7	7.8
9	D'Arcy Masius B&B	20.4	50.9	(15.8)
10	Foote, Cone & Belding	19.8	60.1	(39.5)
11	Doyle Dane Bernbach	18.5	46.7	8.2
12	Leo Burnett Co.	18.0	37.0	(4.7)
13	SSC&B:Lintas Worldwide	12.9	38.6	(10.1)
14	Marschalk Campbell-Ewald	11.9	30.9	0.6
15	Bozell, Jacobs, K&E	11.7	23.1	(3.2)
16	Needham Harper Worldwide	10.3	20.5	3.4
17	N W Ayer	9.2	17.4	1.6
18	Dancer Fitzgerald Sample	9.1	13.5	3.0
19	Backer & Spielvogel	7.7	14.4	(1.6)
20	Wells, Rich, Greene	7.4	13.8	1.0
21	William Esty Co.	5.6	15.2	(6.8)
22	HCM	5.1	15.4	(22.3)
23	Scali, McCabe, Sloves	4.7	9.4	1.6
24	Ketchum Communications	4.0	8.2	(1.6)
25	Cole & Weber	3.4	11.1	(2.3)

Agencies by average annual volume change in billings

Rank	Agency	For '76-'85 avg.	max.	min.
1	Young & Rubicam	$293.6	$561.6	$61.0
2	Saatchi & Saatchi Compton	293.3	731.4	(32.8)
3	Ogilvy Group	289.4	527.5	131.5
4	Ted Bates Worldwide	267.4	795.9	51.0
5	J. Walter Thompson Co.	218.9	444.7	75.0
6	BBDO International	209.0	363.5	95.0
7	McCann-Erickson Worldwide	157.1	353.5	(59.2)
8	Grey Advertising	139.7	271.2	52.5
9	D'Arcy Masius B&B	138.9	353.3	(133.1)
10	Doyle Dane Bernbach	137.7	303.0	60.7
11	Foote, Cone & Belding	132.7	396.7	(223.8)
12	Leo Burnett Co.	126.4	249.5	(2.1)
13	SSC&B:Lintas Worldwide	90.8	241.0	(54.4)
14	Bozell, Jacobs, K&E	87.2	172.8	(21.4)
15	Marschalk Campbell-Ewald	79.2	206.2	4.3
16	Needham Harper Worldwide	68.8	143.1	21.2
17	N W Ayer	67.3	117.9	25.2
18	Dancer Fitzgerald Sample	64.0	121.3	10.9
19	Backer & Spielvogel	51.0	94.6	(10.7)
20	Wells, Rich, Greene	49.1	92.0	16.1
21	William Esty Co.	37.1	105.0	(45.0)
22	HCM	34.2	102.8	(142.4)
23	Scali, McCabe, Sloves	31.6	77.9	10.2
24	Ketchum Communications	25.7	49.8	6.4
25	Cole & Weber	22.6	82.6	(30.1)

U.S.

Agencies by average annual volume change in gross income

Rank	Agency	For '76-'85 avg.	max.	min.
1	Ogilvy Group	$28.4	$66.4	$8.5
2	Young & Rubicam	28.3	54.9	15.3
3	Ted Bates Worldwide	27.0	104.3	1.0
4	BBDO International	23.4	44.0	3.6
5	J. Walter Thompson Co.	19.3	33.0	11.6
6	Foote, Cone & Belding	17.1	38.0	3.0
7	Saatchi & Saatchi Compton	16.8	46.5	1.2
8	Grey Advertising	14.7	30.0	4.0
9	Doyle Dane Bernbach	13.6	26.0	6.1
10	D'Arcy Masius B&B	12.7	29.0	(20.5)
11	Bozell, Jacobs, K&E	12.4	21.9	(0.3)
12	Leo Burnett Co.	11.7	28.2	(1.0)
13	Marschalk Campbell-Ewald	11.3	21.2	(0.4)
14	McCann-Erickson Worldwide	9.0	23.1	(4.8)
15	Needham Harper Worldwide	9.0	18.8	2.9
16	Dancer Fitzgerald Sample	9.0	15.2	2.0
17	Backer & Spielvogel	7.7	14.4	(1.6)
18	Wells, Rich, Greene	7.2	13.6	0.9
19	N W Ayer	6.3	11.5	(3.4)
20	William Esty Co.	5.6	15.2	(6.8)
21	SSC&B:Lintas Worldwide	5.0	11.4	1.5
22	Ketchum Communications	4.0	6.3	1.5
23	Cole & Weber	3.4	11.1	(2.3)
24	Scali, McCabe, Sloves	3.3	6.9	0.9
25	HCM	0.3	8.4	(30.5)

Agencies by average annual volume change in billings

Rank	Agency	For '76-'85 avg.	max.	min.
1	Young & Rubicam	$188.9	$369.8	$102.3
2	Ogilvy Group	187.1	442.9	21.8
3	Ted Bates Worldwide	174.1	695.4	22.7
4	BBDO International	155.2	298.5	25.6
5	J. Walter Thompson Co.	128.9	220.1	77.6
6	Saatchi & Saatchi Compton	123.2	321.5	10.5
7	Foote, Cone & Belding	114.4	248.9	22.4
8	Doyle Dane Bernbach	100.3	179.0	41.7
9	Grey Advertising	98.0	195.1	26.6
10	Bozell, Jacobs, K&E	92.2	164.8	(2.2)
11	D'Arcy Masius B&B	87.3	219.9	(147.1)
12	Leo Burnett Co.	84.7	218.9	(5.7)
13	Marschalk Campbell-Ewald	75.6	141.7	(2.4)
14	Dancer Fitzgerald Sample	67.6	123.2	15.0
15	Needham Harper Worldwide	60.1	135.1	19.5
16	McCann-Erickson Worldwide	59.9	154.1	(32.2)
17	Backer & Spielvogel	51.0	94.6	(10.7)
18	N W Ayer	49.2	94.5	(0.5)
19	Wells, Rich, Greene	47.9	90.8	15.2
20	William Esty Co.	37.1	105.0	(45.0)
21	SSC&B:Lintas Worldwide	33.2	76.0	12.0
22	Ketchum Communications	26.1	41.8	9.6
23	Cole & Weber	22.6	82.6	(30.1)
24	Scali, McCabe, Sloves	21.7	50.7	4.2
25	HCM	2.1	56.3	(203.7)

Non-U.S.

Agencies by average annual volume change in gross income

Rank	Agency	For '76-'85 avg.	max.	min.
1	Saatchi & Saatchi Compton	$25.7	$91.1	($9.9)
2	Young & Rubicam	15.7	[illegible]	(13.5)
3	McCann-Erickson Worldwide	14.6	[illegible]	(21.8)
4	Ted Bates Worldwide	14.4	20.8	5.0
5	J. Walter Thompson Co.	13.5	49.0	(6.7)
6	Ogilvy Group	13.3	23.5	3.6
7	BBDO International	8.0	16.3	(2.0)
8	SSC&B:Lintas Worldwide	7.9	36.2	(21.5)
9	D'Arcy Masius B&B	7.7	30.9	(10.8)
10	Leo Burnett Co.	6.3	13.5	(3.7)
11	Grey Advertising	6.2	19.3	(1.7)
12	Doyle Dane Bernbach	4.9	20.7	(5.6)
13	HCM	4.8	48.9	(29.9)
14	N W Ayer	3.0	13.3	(0.7)
15	Foote, Cone & Belding	2.8	22.2	(66.4)
16	Scali, McCabe, Sloves	1.5	2.6	(0.4)
17	Needham Harper Worldwide	1.3	4.1	(0.7)
18	Marschalk Campbell-Ewald	0.5	9.7	(10.3)
19	Wells, Rich, Greene	0.2	0.5	(0.6)
20	Ketchum Communications	0.1	2.5	(4.4)
21	Dancer Fitzgerald Sample	0.1	2.8	(9.8)
22	Backer & Spielvogel	NA	NA	NA
23	Cole & Weber	NA	NA	NA
24	William Esty Co.	NA	NA	NA
25	Bozell, Jacobs, K&E	(0.8)	2.4	(11.8)

Agencies by average annual volume change in billings

Rank	Agency	For '76-'85 avg.	max.	min.
1	Saatchi & Saatchi Compton	$170.1	$591.4	($68.1)
2	Young & Rubicam	104.7	256.3	(93.5)
3	Ogilvy Group	102.3	186.1	27.7
4	McCann-Erickson Worldwide	97.2	310.1	(145.2)
5	Ted Bates Worldwide	93.3	138.9	28.3
6	J. Walter Thompson Co.	90.0	313.8	(31.5)
7	SSC&B:Lintas Worldwide	57.7	284.3	(272.7)
8	BBDO International	53.8	138.7	(6.0)
9	D'Arcy Masius B&B	51.5	226.5	(55.6)
10	Leo Burnett Co.	41.7	90.3	(3.3)
11	Grey Advertising	41.7	123.8	(10.6)
12	Doyle Dane Bernbach	37.3	124.0	(35.0)
13	HCM	32.1	86.0	1.9
14	Foote, Cone & Belding	18.4	147.8	(402.3)
15	N W Ayer	18.1	75.2	(0.8)
16	Scali, McCabe, Sloves	9.9	27.1	(6.7)
17	Needham Harper Worldwide	8.7	26.1	(0.7)
18	Marschalk Campbell-Ewald	3.6	64.5	(68.0)
19	Wells, Rich, Greene	1.1	3.6	(4.2)
20	Backer & Spielvogel	NA	NA	NA
21	Cole & Weber	NA	NA	NA
22	William Esty Co.	NA	NA	NA
23	Ketchum Communications	(0.4)	32.2	(16.1)
24	Dancer Fitzgerald Sample	(3.6)	26.2	(91.3)
25	Bozell, Jacobs, K&E	(5.1)	15.4	(77.9)

NOTES: Dollars in millions.

Agencies appearing in this 10-year retrospective are the top 25 agencies in 1985 in world gross income. Each agency's dollar value on which the annual percentage growth and annual volume growth were based include subsidiaries from the year their financial results were consolidated into the parent. There is some "double-dipping" on this chart. For example, the gross income and billings for subsidiaries, William Esty, HCM, Cole & Weber, and Scali, McCabe, Sloves, were included in their parent totals from the year they were bought to the present. Individual agency totals also include numbers for agencies bought, merged and folded (losing their identity) into the parent not only for the year purchased, but for preceding years to 1976. This provides a historical reading of the agency as it exists today. An example of this would be FCB International's purchase of NCK (Norman, Craig & Kummel) Organization in 1982. NCK gross income and billings for 1976-1982 were thus merged into FCB.

Backer & Spielvogel's review covers only six years.

$11,400,000 in capitalized fees. Its 1984 U.S. volume consisted of $2,000,000 in media, $700,000 in materials and services and $10,200,000 in capitalized fees.

Included in the agency's figures were returns from its office in Austin, Tex.

In 1985, the agency gained: Fiberite Corp; Vision Care/3M; Rubicom Group; Winsor/Faricy Architects; Tartan Tooling Products/3M; Horton Industries; Signal Applied Technologies, Norplex div; Industrial Abrasives div/3M, microfinishing systems. It lost: Automated Industrial Systems; Crystal Semiconductor Corp; Industrial Specialties div/3M.

Billings breakdown: Radio 2%, business papers 37%, point of sale 1%, direct mail 10%, collateral 30%, av/sales training 20%.

Top execs: Kenneth M. Kamstra, president. Exec vps—Vincent T. Verrecchio, creative director; Martin E. Blyth, mktg, business devel mgr. John M. Warner, senior vp. Employes: 35 in 2 offices.

Phone: (612) 228-1419.

Kaplan & Stuart Advertising, Framingham, Mass., had estimated gross income of $965,000 in 1985 on billings of $6,167,500. In 1984, it had estimated gross income of $840,000 on billings of $5,334,000.

In 1985, it reported net income of $85,000, compared with $73,000 in 1984.

The agency's 1985 U.S. volume consisted of $3,000,000 in media, $1,500,000 in materials and services and $1,667,500 in capitalized fees. Its 1984 U.S. volume consisted of $2,500,000 in media, $1,500,000 in materials and services and $1,334,000 in capitalized fees.

Billings breakdown: Newspapers 20%, magazines 10%, radio 7%, spot tv 18%, business papers 15%, direct mail 20%, free-standing inserts 10%.

Top execs: Don Kaplan, president; Robin Gilman, exec vp. Employes: 7.

Phone: (617) 788-0590. ☑

Kaprielian O'Leary Advertising, New York, reported gross income of $1,625,000 in 1985 on billings of $10,700,000. In 1984, it reported gross income of $1,500,000 on billings of $9,100,000.

The agency's 1985 U.S. volume consisted of $10,000,000 in media and $700,000 in materials and services. Its 1984 U.S. volume consisted of $8,500,000 in media and $600,000 in materials and services.

In 1985, the agency gained: F.A. Spina Co.

Billings breakdown: Newspapers 25%, magazines 31%, radio 15%, spot tv 7%, outdoor 5%, transit advertising 2%, point of sale 15%.

Top execs: Walter Kaprielian, chmn, creative director; Alice O'Leary, president-ceo. Employes: 20.

Phone: (212) 580-9494.

Karsh & Hagan, Englewood, Colo., reported gross income of $3,108,667 in 1985 on billings of $20,729,931. In 1984, it reported gross income of $2,462,951 on billings of $16,423,753.

In 1985, it reported net income of $811,332, compared with $485,135 in 1984.

The agency's 1985 U.S. volume consisted of $5,884,905 in media, $3,860,677 in materials and services and $10,984,349 in capitalized fees. Its 1984 U.S. volume consisted of $5,257,363 in media, $3,000,769 in materials and services and $8,165,621 in capitalized fees.

The agency did not consolidate subsidiaries:
- Karsh & Hagan Public Relations
- K&H Services

In 1985, the agency gained: Boettcher & Co.; Grupe Devel; Domino's Pizza (Robersan region). It lost: Catalina Controls; Platte Valley Federal Savings; Vipont Laboratories, dentrifice.

Billings breakdown: Newspapers 21%, magazines 4%, radio 20%, spot tv 54%, outdoor 1%.

Top execs: Philip H. Karsh, Thomas P. Hagan, co-chmns; P.L. Marranzino, Jr., president; Phillip S. Wood, exec vp; Joan R. Hawley, treasurer, vp-finance. Employes: 50.

Phone: (303) 770-8088. ☑

Kaufman & Maraffi, New York, reported gross income of $1,093,100 in 1985 on billings of $10,767,000. In 1984, it reported gross income of $1,113,972 on billings of $10,823,100.

In 1985, it reported net income of $163,000, compared with $148,500 in 1984.

The agency's 1985 U.S. volume consisted of $10,100,000 in media and $667,000 in capitalized fees. Its 1984 U.S. volume consisted of $9,823,100 in media and $1,000,500 in capitalized fees.

In 1985, the agency gained: Hait Air; Boardwalk Marketplace Hotels; Home Lines, pr; Venus Cruise Lines; Le Warwick St. Barths, hotel; Keep It Simple Software Co. of New York.

Billings breakdown: Newspapers 41%, magazines 25%, supplements 5%, radio 15%, spot tv 10%, outdoor 2%, business papers 2%.

Top exec: Jack Maraffi, president. Employes: 19.

Phone: (212) 867-0670.

Keller Haver Inc., New York, reported gross income of $375,000 in 1985 on billings of $2,500,000. In 1984, it reported gross income of $360,000 on billings of $2,400,000.

The agency's 1985 U.S. volume consisted of $2,200,000 in media and $300,000 in materials and services. Its 1984 U.S. volume consisted of $2,100,000 in media and $300,000 in materials and services.

In 1985, the agency gained: Giacobazzi wine.

Billings breakdown: Newspapers 35%, magazines 20%, radio 5%, outdoor 5%, transit advertising 35%.

Top execs: Gerald H. Keller. Employes: 6.

Phone: (212) 758-4400.

Kelly Michener Inc., Valley Forge, Pa., reported gross income of $2,955,875 in 1985 on billings of $24,581,180. In 1984, it reported gross income of $2,923,714 on billings of $24,018,417.

The agency's 1985 U.S. volume consisted of $6,161,520 in media, $3,794,484 in materials and services and $14,625,176 in capitalized fees. Its 1984 U.S. volume consisted of $6,521,031 in media, $2,272,577 in materials and services and $15,224,809 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Kelly Michener Public Relations
- Kelly Michener Promotion

In 1985, the agency gained: Chilton Rsch Services; Capital Region Economic Devel Corp; Appel, Yost & Sorrentino, law firm; RCA, Security Switch; Domestic Tobacco. It lost: Norwood Industries, tapes and fabrics; Schulmerich Carrillions, cast iron bells.

Billings breakdown: Newspapers 25%, magazines 5%, medical journals 10%, radio 10%, spot tv 25%, cable tv 1%, outdoor 1%, business papers 20%, point of sale 1%, direct mail 1%, catalogs 1%.

Top execs: Robert L. Kelly, president-ceo. Exec vps—Joseph M. Possemato, creative; Kenneth T. Ulsh, gm (Philadelphia). Senior vps—Maria G. Kelly, operations; Warren W. Ashburn, mktg services; Cynthia J. Ciccone, Ronald H. Greathouse, Gregory D. Purcell, mgmt supers; Edward L. Jones Jr., acct super. Vps—Charles S. Haldeman, KMP; John J. Puk, acct exec. Employes: 55 in 3 offices.

Phone: (215) 964-0500.

Quirks and quakes

The name, "Ketchum," in Ketchum Advertising has gone full circle since the agency's founding as Ketchum Advertising in 1922 by George and Carlton Ketchum. A year later it became Ketchum, MacLeod & Grove when Norman MacLeod and Robert E. Grove joined the Ketchums, all of whom knew each other as students at the University of Pittsburgh. The moniker was shortened to KMG before returning to Ketchum Communications in 1982.

Kenney Advertising, Boston, had estimated gross income of $1,125,000 in 1985 on billings of $7,500,000. In 1984, it had estimated gross income of $1,050,000 on billings of $7,000,000.

Billings breakdown: Newspapers 82%, magazines 15%, radio 3%.

Top execs: Roberta Kenney Taylor, president; Patricia Walker Armstrong, Donald Dansker, senior vps. Employes: 35.

Phone: (617) 267-6500.

Kenrick Advertising, St. Louis, reported gross income of $9,173,000 in 1985 on billings of $49,848,000. In 1984, it reported gross income of $6,271,000 on billings of $43,283,000.

The agency's 1985 U.S. volume consisted of $12,588,000 in media, $14,088,000 in materials and services and $23,172,000 in capitalized fees. Its 1984 U.S. volume consisted of $10,420,000 in media, $6,617,000 in materials and services and $26,246,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Aragon Consulting Group
- Aragon Public Relations
- Clayton Richmond Group
- Data Support Service
- Frank James, mktg promo
- Kingsbury Graphic
- Multivista
- Technisonic

In 1985, the agency gained: Elanco/Cattle; Barnes Hospital; Healthcare Network; Metlife Mgmt Corp; Pasta House. It lost: HBE Corp; Pantera's Pizza.

Billings breakdown: Newspapers 5%, magazines 12%, medical journals 1%, supplements 1%, radio 18%, network tv 3%, spot tv 22%, cable tv 3%, outdoor 1%, business papers 7%, farm publications 22%, transit advertising 1%, point of sale 2%, direct mail 2%.

Top execs: C.R. Sides, chmn; E.D. Duncan, vice chmn; K.H. Hieronymus, president; J.L. Miller, C.A. Stillwell, exec vps. Senior vps—J.D. Waterbury, new business; N. Berber, acct mgmt; C. Strock, creative; G. Emmer, media; J.Y. Lin, finance. Employes: 205 in 9 offices.

Phone: (314) 726-6020.

Kerker & Associates, Minneapolis, reported gross income of $3,072,272 in 1985 on billings of $20,575,244. In 1984, it reported gross income of $2,934,455 on billings of $19,919,541.

The agency's 1985 U.S. volume consisted of $9,437,745 in media, $2,636,678 in materials and services and $8,500,821 in capitalized fees. Its 1984 U.S. volume consisted of $8,102,016 in media, $2,385,959 in materials and services and $9,431,566 in capitalized fees.

In 1985, the agency gained: Multi Arc; CDC, Government Systems div; 3M industrial specialties, adhesives coatings, decorative prods, automotive specialties, converter specialties; 3M Automotive Industry Center; Stevens Lee, Silver King div. It lost: Miller Schroeder Municipals, McQuay-HVAC div.

Top execs: Allen R. Sandvik, chmn; Charles C. Wanous, president; Robert E. Marlow, ceo; Charles H. Kelly, vice president. Employes: 45.

Phone: (612) 835-7922. ☑

Keroff & Rosenberg Advertising, Chicago, reported gross income of $2,244,958 in 1985 on billings of $14,973,869. In 1984, it reported gross income of $1,559,896 on billings of $10,404,506.

The agency's 1985 U.S. volume consisted of $7,513,129 in media, $1,563,209 in materials and services and $5,897,531 in capitalized fees. Its 1984 U.S. volume consisted of $4,161,802 in media, $1,040,510 in materials and services and $5,202,253 in capitalized fees.

Included in the agency's figures were returns from subsidiary:
- Meetings Management Inc.

In 1985, the agency gained: Marriott Corp; North American Co., life and health insurance; DeMert & Dougherty; HEET fuel additives; ALL Set, Avec and Vogue beauty prods. It lost: Plywood Minnesota.

Billings breakdown: Newspapers 15%, magazines 5%, radio 13%, spot tv 20%, outdoor 3%, business papers 5%, direct mail 17%, other 22%.

Top execs: William B. Keroff, president; Charles I. Rosenberg, Donna Skertich, exec vps; Michael A. Swidler, Dan Oditt, vps. Employes: 40.

Phone: (312) 321-9000. ☑

Kert Advertising, Ft. Lauderdale,

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reported gross income of $2,641,000, of which $2,400,000 was non-U.S. contributions, in 1985 on billings of $18,200,000, of which $16,560,855 was from non-U.S. contributions.

In 1984, it reported gross income of $2,068,000, of which $1,899,000 was non-U.S. contributions, on billings of $16,225,300, of which $15,292,200 was non-U.S. contributions.

In 1985, it reported net income of $290,000, compared with $332,000 in 1984.

The agency's 1985 U.S. volume of $1,639,145 consisted of $925,000 in media, $424,000 in materials and services and $290,145 in capitalized fees. Its 1984 U.S. volume of $933,100 consisted of $658,000 in media, $75,000 in materials and services and $200,100 in capitalized fees.

Overseas, its volume in 1985 consisted of $11,500,000 in media, $2,726,355 in materials and services and $2,334,500 in capitalized fees. In 1984, its overseas volume consisted of $11,393,000 in media, $2,943,000 in materials and services and $956,200 in capitalized fees.

In 1985, the agency gained: Econo Homes, room extensions; Elite Panel Products; Flora Foods Distributors; Nichols Homeshield; Rand Eye Associates, ophthalmologists. It lost: City of Toronto; Hudson's Bay Dept. Stores; Minimaid/MiniMenage Canada, cleaning services; Cargill Ltd., agricultural prods; Moore's The Suit People.

Billings breakdown: Newspapers 23.8%, radio 33%, spot tv 30%, outdoor 0.3%, point of sale 12.9%.

Top execs: Norman L. Kert, president; Leslie M. Hill, vp. Employes: 46 in 3 offices.

Phone: (305) 971-4646. ☑

Keye Advertising, Brooklyn, reported gross income of $682,140 in 1985 on billings of $6,255,224. In 1984, it reported gross income of $559,193 on billings of $6,095,204.

The agency's did not break down its U.S. volume.

Billings breakdown: Direct mail 25%, direct response tv 10%, direct response newspapers 10%, direct response magazines 55%.

Top execs: Murray Schechter, president; Jamie Gioia, exec vp. Employes: 6.

Phone: (718) 339-9048. ☑

Keye/Donna/Pearlstein, Los Angeles, reported gross income of $8,184,207 in 1985 on billings of $54,588,661. In 1984, it reported gross income of $6,308,347 on billings of $42,056,882.

The agency's 1985 U.S. volume consisted of $44,513,239 in media, $5,867,192 in materials and services and $4,208,230 in capitalized fees. Its 1984 U.S. volume consisted of $35,024,451 in media, $4,555,940 in materials and services and $2,476,491 in capitalized fees.

In 1985, the agency gained: Suzuki; Tomy Toys, addn assignments; State of Cal., Dept of Commerce's Tourism & Economic Devel.

Billings breakdown: Newspapers 4%, magazines 38%, radio 6%, network tv 4%, spot tv 43%, outdoor 5%.

Top execs: Paul F. Keye, chmn-creative director; Mario Donna, partner, creative director; Leonard Pearlstein, president-ceo. Employes: 110.

Phone: (213) 477-0061.

Keyes Martin, Springfield, N.J., had estimated gross income of $7,350,000 in 1985 on billings of $45,900,000. In 1984, it reported gross income of $6,401,593 on billings of $39,988,500.

The agency's 1985 U.S. volume consisted of $12,700,000 in media, $3,200,000 in materials and services and $30,000,000 in capitalized fees. Its 1984 U.S. volume consisted of $11,093,000 in media, $2,805,500 in materials and services and $26,090,000 in capitalized fees.

Included in the agency's figures were returns from its offices in Coral Gables, Fla., and Newark, N.J.

The agency did not consolidate subsidiaries:

- Public Affairs Consultants
- Anngus Communications
- Keyes Martin & Gaby

In 1985, the agency gained: Gimbel's, appliance dept; New Jersey Housing & Mortgage Financing; Karl's Appliances; Public Telephone Council; Newark Symphony Hall. It lost: Domenico Tours.

Billings breakdown: Newspapers 50%, magazines 8%, radio 10%, spot tv 5%, outdoor 4%, business papers 16%, point of sale 1%, direct mail 5%, other 1%.

Top execs: Daniel M. Gaby, president; Leonard B. Brown, exec vp; John Carlino, Jack Tucker, senior vps; Robin Green Taylor, vp media director. Employes: 95 in 3 offices.

Phone: (201) 376-7300.

Kinzie & Green, Wausau, Wis., reported gross income of $342,469 in 1985 on billings of $2,244,937. In 1984, it reported gross income of $370,014 on billings of $2,507,193.

Kinzie & Green, which is on a fiscal year ended June 30, supplied calendar figures for this report.

The agency's 1985 U.S. volume consisted of $920,890 in media, $164,221 in materials and services and $1,159,826 in capitalized fees. Its 1984 U.S. volume consisted of $940,789 in media, $255,249 in materials and services and $1,311,155 in capitalized fees.

In 1985, the agency gained: Tri-County State Bank; Floors Unlimited. It lost: American Natl Bank.

Billings breakdown: Newspapers 10%, magazines 12%, radio 11%, spot tv 9%, business papers 36%, other 22%.

Top execs: Leslie C. Green, president; Robert E. Lieving, Leslie C. Green III, vps. Employes: 8.

Phone: (715) 845-4251.

KKB Inc., Atlanta, reported gross income of $1,575,000 in 1985 on billings of $10,506,000. In 1984, it reported gross income of $1,425,000 on billings of $9,504,000.

The agency's 1985 U.S. volume consisted of $6,503,000 in media, $2,335,000 in materials and services and $1,668,000 in capitalized fees. Its 1984 U.S. volume consisted of $6,170,000 in media, $2,000,000 in materials and services and $1,334,000 in capitalized fees.

In 1985, the agency gained: Health & Tennis Corp of America.

Billings breakdown: Newspapers 5%, magazines 20%, spot tv 34%, business papers 8%, direct mail 28%, other 5%.

Top execs: Richard Bennett, chmn; Brent D. Kuhn, president; Maribett Varner, Edwin Reams, senior vps. Employes: 38.

Phone: (404) 233-5900.

Klein/Richardson, Beverly Hills, reported gross income of $565,300 in 1985 on billings of $3,770,600. In 1984, it reported gross income of $435,000 on billings of $2,900,000.

In 1985, the agency gained: Helene Curtis, retail distribution div; Los Angeles Hilton; Pacific Health Resources; Rose Memorial Park. It lost: The Orthodontist.

Billings breakdown: Newspapers 34%, magazines 10%, medical journals 2%, radio 35%, outdoor 6%, business papers 5%, point of sale 2%, direct mail 6%.

Top execs: Niel K. Klein, president, creative director; Glenn W. Richardson, exec vp, acct services director. Employes: 11.

Phone: (213) 652-4450.

S.R. Knapp Associates, Arlington Heights, Ill., reported gross income of $872,476 in 1985 on billings of $5,906,055. In 1984, it reported gross income of $729,141 on billings of $5,085,994.

The agency's 1985 U.S. volume consisted of $44,707 in media, $581,096 in materials and services and $5,28[illegible]252 in capitalized fees. Its 1984 U.S. volume consisted of $393,309 in materials and services and $4,692,685 in capitalized fees.

In 1985, the agency gained: American Hospital Supply Corp; American Scientific prods; American Physicians Service & Supply; Hayes/Hill Inc.; Franciscan Health System of New Jersey; First Natl Bank of Barrington. It lost: Labsystems.

Billings breakdown: Medical journals 25%, business papers 10%, direct mail 55%, catalogs 10%.

Top execs: Stephen R. Knapp, president; Lawrence M. Goldberg, exec vp; Michael Plemmons, vp-creative director. Employes: 15.

Phone: (312) 392-0707. ☑

Knudsen Moore Schropfer, Stamford, Conn., reported gross income of $2,050,000 in 1985 on billings of $14,800,000. In 1984, it reported gross income of $1,936,000 on billings of $13,000,000.

The agency's 1985 U.S. volume consisted of $10,000,000 in media, $2,600,000 in materials and services and $2,200,000 in capitalized fees. Its 1984 U.S. volume consisted of $7,500,000 in media, $3,300,000 in materials and services and $2,200,000 in capitalized fees.

In 1985, the agency gained: 1st Claim Group; Economics Laboratory; Iona College; Mexican Foods of America, GuadalaHARRY's Restaurant. It lost: Coldwater Seafood; Timely prods.

Billings breakdown: Newspapers 5%, magazines 15%, radio 10%, spot tv 50%, outdoor 2%, business papers 10%, direct mail 4%, direct response tv 2%, direct response radio 2%.

Top execs: David W. Schropfer, president; Joseph A. DelGaldo, Lawrence D. Rabbitt, exec vps. Senior vps—William K. Hoag, media director; Harry Matthei, creative director; Wayne C. Slockbower; Gordon Huppi. C. Chandler Pohl, vp. Employes: 35.

Phone: (203) 967-7200.

Koehler Counselors, Yellow Springs, O., had estimated gross income of $196,000 in 1985 on billings of $1,289,901. In 1984, it had estimated gross income of $166,000 on billings of $1,096,771.

The agency's 1985 U.S. volume consisted of $745,252 in media, $111,919 in materials and services and $432,730 in capitalized fees. Its 1984 U.S. volume consisted of $580,897 in media, $119,654 in materials and services and $386,220 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Dreves & Koehler, Cincinnati

In 1985 the agency had gained: Joseph Airport Toyota.

Billings breakdown: Newspapers 3%, magazines 1%, medical journals 1%, radio 27%, network tv 30%, outdoor 38%.

Top execs: Karl G. Koehler, president; Elizabeth A. Studebaker, secretary, treasurer, business mgr. Employes: 8.

Phone: (513) 864-1988. ☑

Kolesar & Hartwell, Minneapolis, reported gross income of $2,681,029 in 1985 on billings of $17,789,293. In 1984, it reported gross income of $2,371,771 on billings of $15,818,041.

In 1985, it reported net income of $110,463, compared with $207,449 in 1984.

The agency's 1985 U.S. volume consisted of $2,539,325 in media and $15,249,968 in capitalized fees. Its 1984 U.S. volume consisted of $3,355,800 in media and $12,462,241 in capitalized fees.

The agency did not consolidate subsidiary:

- Hamill & Associates

In 1985, the agency gained: St. Paul Ramsey Medical Center; A.V.I., medical prods mfg.; 3M, occupational health and safety prods div. It lost: First Federal Savings & Loan; 3M, adhesive coatings and sealers div.

Billings breakdown: Newspapers 20%, magazines 35%, radio 20%, spot tv 15%, outdoor 10%.

Top execs: Dave Kolesar, president-ceo; Doug Sietsema, exec vp; Gene Carr, senior vp. Employes: 45.

Phone: (612) 343-0418.

Kolon, Bittker & Desmond, Troy, Mich., reported gross income of $2,500,000 in 1985 on billings of $17,035,000. In 1984, it reported gross income of $2,300,000 on billings of $15,000,000.

The agency's 1985 U.S. volume consisted of $11,000,000 in media, $2,700,000 in materials and services and $3,335,000 in capitalized fees. Its 1984 U.S. volume consisted of $10,500,000 in media, $1,500,000 in materials and services and $3,000,000 in capitalized fees.

The agency did not consolidate subsidiary:

- Heritage Graphic Services

In 1985, the agency gained: General Dynamics Land Systems; Peoples Community Hospital Authority; Carson Business Interiors; United Paint Co.; E.W. Grobbel & Sons; Officenters; Mid-States Petroleum; Sun Swimming Pool Chemicals. It lost: Anton's; Potomac Leasing; World of Shops; Michigan Credit Union League Joint Advertising Board.

Billings breakdown: Newspapers 20%, magazines 4%, radio 15%, spot tv 35%, outdoor 4%, business papers 5%, point of sale 6%, direct mail 10%.

Top execs: John S. Kolon, president; Joseph J. Bittker, chmn; Phillip L. Bittker, vice-chmn. Employes: 45.

Phone: (313) 524-2500.

Kopf & Isaacson Advertising, Melville, N.Y., reported gross income of $580,000 in 1985 on billings of $4,226,740. In 1984, it reported gross income of $470,000 on billings of $3,203,390.

The agency's 1985 U.S. volume consisted of $2,460,000 in media, $1,620,000 in materials and services and $146,740 in capitalized fees. Its 1984 U.S. volume consisted of $1,790,000 in media, $1,320,000 in materials and services and $93,380 in capitalized fees.

In 1985, the agency gained: Patient Technology; SysScan. It lost: Logitek.

Billings breakdown: Newspapers 5%, magazines 75%, business papers 15%, direct mail 2%, other 3%.

Top execs: Andrew Isaacson, president; Ken Kopf, secretary, treasurer. Employes: 16.

Phone: (516) 293-6115.

Korey, Kay & Partners, New York, reported gross income of $2,800,000 in 1985 on billings of $18,500,000. In 1984, it reported gross income of $1,725,000 on billings of $11,500,000.

In 1985, it had net income of $275,000, compared with $73,047 in 1984.

The agency's 1985 and 1984 U.S. volumes were all in media.

In 1985, the agency gained: Haworth; Savin Corp; Bear, Stearns & Co.; Federation of American Hospitals. It lost: Humana; Fieldcrest Mills; Atlantis Casino Hotel.

Billings breakdown: Newspapers 18%, magazines 11.5%, radio 18%, spot tv 51%, outdoor 1.5%.

Top execs: Allen Kay, chmn; Lois Korey, president. Vps—Milda Misevicius, business devel; Denise Conway, acct director; Harris Lefkon, senior vp, director media services. Employes: 30.

Phone: (212) 620-4300.

Kresser, Craig/D.I.K, Los Angeles, reported gross income of $2,925,000 in 1985 on billings of $19,500,000. The agency did not report figures for 1984.

The agency's 1985 U.S. volume consisted of $15,100,000 in media, $2,800,000 in materials and services and $1,600,000 in capitalized fees.

The agency did not consolidate returns from subsidiary:

- L&J Research

In 1985, the agency gained: Forest Lawn Memorial Parks; Atlantic Richfield, AM/PM Mini market; MP&G Tune-Up centers. It lost: Hungry Tiger restaurants.

Billings breakdown: Newspapers 20%, magazines 15%, radio 5%, network tv 13%, spot tv 42%, outdoor 5%.

Top execs: Robert Kresser, chmn; Jean Craig, president, creative director. Exec vps—Paul Anton, director of mktg; Ron Goodwin, co-creative director. Employes: 55.

Phone: (213) 553-8254.

Krupp/Taylor, Los Angeles, a direct marketing agency, had estimated gross income of $7,560,000 in 1985 on billings of $50,400,000. In 1984, it had estimated gross income of $6,001,500 on billings of $40,010,000.

The agency's 1985 U.S. volume consisted of $48,400,000 in media and $2,000,000 in capitalized fees. Its 1984 U.S. volume consisted of $39,410,000 in media and $600,000 in capitalized fees.

In 1985, the agency gained: GTE Sprint; American Diversified Technology; Republic Natl Bank of Dallas; Associates Finance; Coast Savings & Loan. It lost: Century 21 Real Estate.

Billings breakdown: Direct mail 98%, direct response magazines 2%.

Top execs: Robert W. Buckingham, president; Murray R. Bowes, Richard Brickner, Derrik Van Nimwegan, senior vps; Norton Weinstein, exec vp; Robert Schiesser, treasurer. Employes: 312 in 8 offices.

Phone: (213) 306-3646.

KSK Communications Ltd., McLean, Va., reported gross income of $1,202,510 in 1985 on billings of $8,083,450. In 1984, it reported gross income of $826,805 on billings of $5,512,033.

The agency's 1985 U.S. volume consisted of $1,436,553 in media, $1,801,649 in materials and services and $4,845,248 in capitalized fees. Its 1984 U.S. volume consisted of $1,227,615 in media, $1,162,298 in materials and services and $3,122,120 in capitalized fees.

In 1985, the agency gained: GTE Spacenet; TRT Telecommunications; IRA Store; Bell Atlantic. It lost: Saab-Fairchild.

Billings breakdown: Newspapers 12%, magazines 17%, radio 14%, spot tv 5%, outdoor 3%, business papers 34%, transit advertising 2%, direct mail 12%, free-standing inserts 1%.

Top execs: Karen S. Kennedy, president; Carole M. Bowns, exec vp. Employes: 25.

Phone: (703) 734-1880. ☑

Lally, McFarland & Pantello, New York, reported gross income of $8,930,200 in 1985 on billings of $34,535,619. In 1984, it reported gross income of $5,749,866 on billings of $13,577,488.

In 1985, it reported net income of $2,773,593, compared with $1,695,015 in 1984.

The agency's 1985 U.S. volume consisted of $4,414,253 in media and $30,121,366 in capitalized fees. Its 1984 U.S. volume consisted of $4,369,333 in media and $9,208,155 in capitalized fees.

In 1985, the agency gained: G.D. Searle & Co., Cytotec. It lost: Whitehall Laboratories, Anacin-3.

Billings breakdown: Magazines 40%, point of sale 2%, Yellow Pages 40%, other 18%.

Top exec: Ronald G. Pantello, president. Creative directors—John M. Lally, copy; James R. McFarland, art. Employes: 50.

Phone: (212) 532-1000. ☑

Landers & Partners, St. Petersburg, Fla., had estimated gross income of $660,000 in 1985 on billings of $4,400,000. In 1984, it had estimated gross income of $637,000 on billings of $4,250,000.

In 1985, the agency gained: Natl Devel; WTSP-TV Channel 10; Gen-

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Quirks and quakes

After George Lois left his second agency, Lois Holland Callaway, in 1977, five clients departed. Two followed him to Creamer/FSR, which changed its name to Creamer Lois FSR. Nine months later Lois left Creamer Lois FSR (which simplified its name to Creamer Inc.) and formed Lois Pitts Gershon. For the record, Mr. Lois' first agency was Papert, Koenig, Lois (but that was long ago).

eral Defense Corp; Bayview Buick/Schumacher Buick; JMC Communities.

Billings breakdown: Newspapers 20%, magazines 5%, radio 11%, spot tv 54%, outdoor 8%, direct mail 2%.

Top execs: Samuel P. Landers, president; Robert G. Guckenberger, senior vp. Employes: 15.

Phone: (813) 577-6868.

Hal Langerman Co., Center Square, Pa., reported gross income of $1,083,317 in 1985 on billings of $5,864,924. In 1984, it reported gross income of $902,764 on billings of $4,887,435.

The agency's 1985 U.S. volume consisted of $240,000 in materials and services and $5,624,924 in capitalized fees. Its 1984 U.S. volume consisted of $200,000 in materials and services and $4,687,435 in capitalized fees.

In 1985, the agency gained: Colonial Penn Financial Services; Germantown Life Insurance; J.C. Penney Life Insurance Co.; Direct Mktg Corp of America.

Billings breakdown: Direct mail 60%, direct response tv 10%, direct response newspapers 10%, direct response magazines 10%, free-standing inserts 10%.

Top execs: Hal Langerman, president; Doris Tustin, mng partner. Employes: 8.

Phone: (215) 275-1901.

Lang, Fisher & Stashower Advertising, Cleveland, had estimated gross income of $4,100,000 in 1985 on billings of $27,500,000. In 1984, it had estimated gross income of $3,680,000 on billings of $24,500,000.

The agency's 1985 U.S. volume consisted of $14,000,000 in media, $4,500,000 in materials and services and $9,000,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- LFS Communications, pr
- Upper Case, typesetting
- Creative Group, art studio
- System Group, Yellow Pages

In 1985, the agency gained: AmToy, children toys; Cole Natl, Eyeworks; Coca Cola Bottlers of Northeast Ohio; Kentucky Fried Chicken, Keny Kings; Ostendorf-Morris, commercial real estate. It lost: Brown Derby Restaurants.

Billings breakdown: Newspapers 30%, magazines 30%, radio 10%, network tv 3%, spot tv 24%, outdoor 3%.

Top execs: David Stashower, president; Thomas S. Case, Edmund M. Kagy, exec vps. Senior vps—Richard S. Bailys, C. Henry Foltz, mgmt supers; Richard M. Ruhlman, creative director; Charles D. Knepper, media director; Thomas A. Moore, mktg services. Employes: 65.

Phone: (216) 771-0300. ☑

Larson, Bateman & McAllister, Santa Barbara, reported gross income of $889,590 in 1985 on billings of $6,011,945. In 1984, it reported gross income of $1,411,060 on billings of $9,183,782.

The agency's 1985 U.S. volume consisted of $3,356,691 in media, $520,626 in materials and services and $2,134,628 in capitalized fees. Its 1984 U.S. volume consisted of $6,280,191 in media, $515,525 in materials and services and $2,388,066 in capitalized fees.

In 1985, the agency gained: Grace Restaurant Co.; Allstar Inns; County Savings Bank; Jackson-Mitchell Pharmaceuticals. It lost: Santa Barbara Savings; Signal Technology; Ziatech.

Billings breakdown: Newspapers 30.3%, magazines 3.8%, radio 28.1%, spot tv 17.4%, outdoor 0.3%, other 20.1%.

Top execs: Michael McAllister, president-ceo; Jim Evans, senior vp. Vps—Dennis Hardy, secretary; Sue Andrews, treasurer; Bill Henry, creative director; Don Dancer, assoc creative director. Employes: 16.

Phone: (805) 963-5841. ☑

Larwin/Livers Associated, Huntingdon Valley, Pa., reported gross income of $1,235,000 in 1985 on billings of $9,499,998. In 1984, it reported gross income of $971,000 on billings of $8,999,996.

The agency's 1985 U.S. volume consisted of $1,659,062 in media, $1,106,037 in materials and services and $6,734,899 in capitalized fees. Its 1984 U.S. volume consisted of $1,571,743 in media, $1,047,825 in materials and services and $6,380,428 in capitalized fees.

In 1985, the agency gained: Biorad/Polaron Instruments; Blair Printing Co.; Interferon Sciences; J.T. Stimy Inc.; On-Track Systems; Paris Business Forms; Professional Publishing; RF Products; Static Inc.; A Sealed Air Co. It lost: Abar Corp; CW Industries; Lenox Instrument Co.

Billings breakdown: Business papers 40%, point of sale 1%, direct mail 15%, catalogs 24%, pr, rsch 20%.

Top exec: Stephen S. Livers, president. Employes: 22.

Phone: (215) 938-0400. ☑

Lauerer Markin Gibbs, Maumee, O., reported gross income of $2,669,922 in 1985 on billings of $16,760,123. In 1984, it reported gross income of $2,309,292 on billings of $15,146,201.

The agency's 1985 U.S. volume consisted of $1,832,700 in media, $1,745,736 in materials and services and $13,181,687 in capitalized fees. Its 1984 U.S. volume consisted of $1,627,572 in media, $1,614,408 in materials and services and $11,904,221 in capitalized fees.

Included in the agency's figures were returns from subsidiary:
- Flourney & Gibbs, pr

In 1985, the agency gained: American Woodmark Corp; Guardian Insulation; St. Vincent Medical Center; United Way; Duo-Temp Windows; Great Lakes Federal Savings. It lost: Design Institute of America; Bloomfield Savings & Loan.

Billings breakdown: Newspapers 5%, magazines 37%, radio 2%, spot tv 10%, cable tv 5%, outdoor 2%, point of sale 5%, direct mail 5%, catalogs 15%, free-standing inserts 5%, other 9%.

Top execs: Senior partners—Kenneth G. Lauerer, acct services; G. Edwards Gibbs, creative services; William R. Markin, mktg services. Employes: 73.

Phone: (419) 893-1900. ☑

Launey, Hachmann & Harris, New York, reported gross income of $2,268,000 on billings of $15,124,000. In 1984, it reported gross income of $2,109,000 on billings of $14,063,000.

The agency's 1985 U.S. volume consisted of $8,365,000 in media, $1,236,000 in materials and services and $5,523,000 in capitalized fees. Its 1984 U.S. volume consisted of $7,342,000 in media, $1,051,000 in materials and services and $5,670,000 in capitalized fees.

In 1985, the agency gained: De Rotchild.

Billings breakdown: Newspapers 6%, magazines 31%, supplements 7%, radio 7%, spot tv 12%, outdoor 1%, business papers 19%, point of sale 2%, direct mail 10%, direct response magazines 4%, telemarketing 1%.

Top execs: Robert E. Launey, president. Vps—Henry Hachmann, creative director; Joseph Harris, media director.

Employes: 15.

Phone: (212) 679-1702.

Martin A. Lave Marketing, Indianapolis, had estimated gross income of $559,100 in 1985 on billings of $3,638,294. In 1984, it had estimated gross income of $413,000 on billings of $2,690,133.

The agency's 1985 U.S. volume consisted of $2,350,650 in media, $509,782 in materials and services and $777,862 in capitalized fees. Its 1984 U.S. volume consisted of $1,667,128 in media, $310,027 in materials and services and $712,978 in capitalized fees.

In 1985, the agency gained: L. Fish Furniture. It lost: Midwest Computer Camp.

Billings breakdown: Newspapers 10%, magazines 6%, radio 7%, spot tv 60%, cable tv 2%, outdoor 1%, business papers 1%, point of sale 2%, direct mail 10%, other 1%.

Top exec: Martin A. Lave, president. Employes: 11.

Phone: (317) 872-0971. ☑

Laven, Fuller & Perkins Advertising/Marketing, Chicago, had estimated gross income of $990,000 in 1985 on billings of $6,585,100. In 1984, it had estimated gross income of $660,000 on billings of $4,407,458.

The agency's 1985 U.S. volume consisted of $5,218,500 in media, $186,000 in materials and services and $1,180,600 in capitalized fees. Its 1984 U.S. volume consisted of $3,409,800 in media, $91,500 in materials and services and $907,100 in capitalized fees.

Included in the agency's figures were returns from offices in Orlando and New York.

The agency did not consolidate subsidiaries:
- Cosmo Tops, cotton knitwear
- "For Certain" Enterprises

In 1985, the agency gained: Jartran; Wheeled Coach Corp; Popeye's Restaurants; Martin Marietta; United Telephone; Colony Plaza Hotel; Wyndham Hotels; Reach Hotel; Eaton Corp; PBS&J Engineering. It lost: Sorensen Chevrolet; Royal Lincoln-Mercury; Village Inn Restaurants; HMS Developments.

Billings breakdown: Newspapers 81%, magazines 1.6%, medical journals 2.1%, supplements 0.4%, radio 2%, spot tv 2.6%, cable tv 1.3%, business papers 3%, direct mail 1%, catalogs 2%, direct response newspapers 1%, free-standing inserts 2%.

Top execs: James P. Perkins, president-ceo; Maryanne Miller, exec vp, 1st officer; John P. Fox, senior vp; Don W. Bonesteel, exec vp (southeast region). Employes: 23 in 3 offices.

Phone: (312) 440-1818.

Lavey/Wolff/Swift, New York, reported gross income of $8,540,000 in 1985 on billings of $56,962,000. In 1984, it reported gross income of $7,843,000 on billings of $52,300,000.

The agency's 1985 and 1984 U.S. volumes were all in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Health Education Technologies
- PRISM Intl

In 1985, the agency gained: Organon Inc.; Alcon Laboratories. Overseas, it gained: Merck Sharpe; Dohme Intl; Organon Inc.; Berk Pharmaceuticals; ICI; Glaxo; Beecham.

Billings breakdown: Magazines 5%, medical journals 50%, network tv 2%, point of sale 5%, other 38%.

Top execs: John F. Swift, president-ceo; Kenneth H. Lavey, chmn, creative director; Charles A. Rockefeller, exec vp. Senior vps—Al Gerstein, assoc creative director; Ronald J. Furedi, Robert P. Smith, acct group supers; Jeremy S. Lee, consumer group super; Miriam Goidstein, director mgmt services. Employes: 110 in 4 offices.

Phone: (212) 593-3630. ☑

Lawler Ballard Advertising, Norfolk, reported gross income of $7,503,000 in 1985 on billings of $50,045,000. In 1984, it reported gross income of $6,368,000 on billings of $42,474,000.

The agency did not provide a volume breakout. Included in the agency's figures were returns from its offices in Kalamazoo, Mich., Richmond, Va., Cincinnati and Birmingham, Ala.

In 1985, the agency gained: Aqua Sports; AmSouth Bancorp; Riverside Hospital; The Beach; Travelmaster Motorhomes; Payne Lendman; Virginia Baptist Hospital. It lost: Blue Cross/Blue Shield of Va.; Tidewater Regional Transit; Contel Cellular.

Billings breakdown: Newspapers 33%, magazines 6%, medical journals 1%, radio 13%, spot tv 32%, outdoor 5%, business papers 10%.

Top execs: J.D. Ballard, president; William H. Pritchett, exec vp. Employes: 143 in 5 offices.

Phone: (804) 627-0261. ☑

Lawrence, Legters & Borden, New York, reported gross income of $300,000 in 1985 on billings of $2,000,000. In 1984, it reported gross income of $270,000 on billings of $1,800,000.

In 1985, it had net income of $15,000, compared with $12,400 in 1984. The agency did not report volume breakdown.

Billings breakdown: Newspapers 10%, magazines 70%, business papers 20%.

Top exec: Lawrence Peskin, president. Employes: 6.

Phone: (212) 947-7878. ☑

Leff & Squicciarini Advertising & Public Relations, Columbus, O., reported gross income of $390,000 in 1985 on billings of $2,605,220. It did not report for 1984.

The agency's 1985 U.S. volume consisted of $650,000 in media, $181,000 in materials and services and $1,774,220 in capitalized fees.

In 1985, the agency gained: American Tectonics, real estate devel; County Savings Bank; Good Samaritan Medical Center; Grant Fitness Center; Health Mgmt Services; Pioneer Communications, cable tv; Sports Medicine Grant; Woodhouse Lynch Clothiers.

It lost: Conquest Corp, real estate devel; Streamers, nightclub.

Billings breakdown: Newspapers 39%, magazines 5%, radio 39%, spot tv 2%, outdoor 14%, direct mail 1%.

Top execs: Myron J. Leff, president; Larry J. Squicciarini, vp. Employes: 8.

Phone: (614) 228-4900.

Lempert Co., Belleville, N.J., reported gross income of $2,100,000 in 1985 on billings of $16,500,000. In 1984, it reported gross income of $1,800,000 on billings of $12,577,050.

In 1985, it had net income of $125,000, compared with $53,500 in 1984.

The agency's 1985 U.S. consisted of $9,200,000 in media, $4,100,000 in materials and services and $3,200,000 in capitalized fees.

Its 1984 U.S. volume consisted of $5,500,000 in media, $2,975,000 in materials and services and $4,102,050 in capitalized fees.

In 1985, the agency gained: Shaffer-Clarke & Co., Apollinaris mineral water, Carr's crackers and cookies, KA-ME oriental foods; J&J Snack Foods, Super Pretzel, Super Juice; Dutch Mill Baking Co., Dutch Mill donuts and cakes; Marielle Foods, quiche cookie. It lost: Amerifederal Saving Bank; Ogden Chrysler-Plymouth.

Billings breakdown: Newspapers 10%, magazines 30%, radio 15%, spot tv 35%, point of sale 5%, free-standing inserts 3%, brochures 2%.

Top execs: Philip Lempert, president-ceo; William X. Beadle, cfo; Greg Farruggio, vp-creative director. Employes: 34.

Phone: (201) 759-2927. ☑

Leonard Monahan Saabye, Providence, R.I., reported gross income of $2,850,000 in 1985 on billings of $19,000,000. In 1984, it reported gross income of $2,770,600 on billings of $18,480,000.

The agency's 1985 U.S. volume consisted of $4,438,000 in media, $2,590,000 in materials and services and $11,972,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,897,300 in media, $2,592,000 in materials and services and $11,990,700 in capitalized fees.

Included in the agency's figures were returns from subsidiary:
- LMS/Barrett, pr

In 1985, the agency gained: Fleet Center Leasing, Gilbane Properties; Cable Systems Operators, New England Cable Mktg Coop. It lost: Fairwinds Coffee; Butcher Polish Co.

Billings breakdown: Newspapers 18%, magazines 25%, radio 10%, network tv 3%, spot tv 19%, cable tv 2%, outdoor 1%, business papers 22%.

Top execs: Bruce N. Leonard, president; Thomas J. Monahan, Robert Saabye, exec vps; Ernest Schenck, Robert Pagano, Terrence O'Leary, senior vps. Employes: 48.

Phone: (401) 277-9020.

S.R. Leon Co., Great Neck, N.Y., reported gross income of $3,720,000 in 1985 on billings of $22,780,000. In 1984, the agency reported gross income of $2,770,000 on billings of $16,796,550.

The agency's 1985 U.S. volume consisted of $21,800,000 in media, $450,000 in materials and services and $3,530,000 in capitalized fees. Its 1984 U.S. volume consisted of $13,400,000 in media, $295,000 in materials and services and $3,101,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Tomlin Enterprises, direct mail
- Leon Media, buying services
- Apothecus, health care div
- Cloud Nine Production, tv production

In 1985, the agency gained: Wella Corp, Wella Balsam, Wella Mousse; Shield Mfg, toy and sporting goods. It lost: Kensington Laboratories; Atlanta Corp.

Billings breakdown: Newspapers 5%, magazines 10%, supplements 4%, radio 5%, network tv 10%, spot tv 40%, cable tv 17%, business papers 1%, direct mail 3%, direct response tv 5%.

Top execs: Thomas Leon, president, creative director. Exec vps—Max Brookmeyer, media director; Sanford Lunt, director mktg; Max Firetog, art director. Senior vps—C. John Davis, tv production; Dan Leon, mgmt acct super.

Employes: 25.

Phone: (516) 487-0500.

Leslie Advertising, Greenville, S.C., reported gross income of $4,176,282 in 1985 on billings of $28,266,141. In 1984, it reported gross income of $4,366,453 on billings of $29,892,741.

The agency's 1985 U.S. volume consisted of $17,049,510 in media, $3,094,372 in materials and services and $8,122,259 in capitalized fees. Its 1984 U.S. volume consisted of $16,829,359 in media, $3,560,566 in materials and services and $9,502,816 in capitalized fees.

Included in the agency's figures were returns from its office in Atlanta.

In 1985, the agency gained: Multimedia; Castleberry Foods; E-Z-Go/Textron; Piedmont Natural Gas; HAK Food Products. It lost: Wild Dunes Beach and Racquet Club.

Top 10 agencies by employes per $1 million in 1985 billings

Rank	Agency	Employee/ billings	Worldwide billings
1	Ohlmeyer Advertising	0.52	$115.4
2	Avrett, Free & Ginsberg	0.57	89.0
3	MCA Advertising	0.65	170.0
4	Towne, Silverstein Rotter	0.71	70.0
5	Admarketing	0.81	170.5
6	Group 3hree Advertising Corp.	0.94	38.3
7	Leber Katz Partners Advertising	1.05	290.6
8	Kornhauser & Calene	1.08	121.3
9	Geers Gross Advertising	1.09	257.0
10	Ally & Gargano	1.09	203.0

NOTE: Dollars in millions

Compiled from the top 100 agencies

Billings breakdown: Newspapers 9%, magazines 12%, radio 12%, spot tv 43%, outdoor 2%, point of sale 1%, direct mail 4%, direct response tv 1%, direct response magazines 1%, collateral 15%.

Top execs: Edwin D. Anderson, president; Eugene McN. Dickson, exec vp; David M. Chesson, Carlos R. Jimenez, senior vps. Employes: 80 in 2 offices.

Phone: (803) 271-8340. ☑

Lessing-Flynn Advertising, Des Moines, had estimated gross income of $1,130,000 in 1985 on billings of $7,550,000. In 1984, it had estimated gross income of $983,000 on billings of $6,550,000.

The agency did not report 1985 and 1984 U.S. volume breakdowns.

In 1985, the agency gained: Briggs Corp; AMF American, sporting goods equipment; Ross Daniels, lawn and garden prods; Kaleidoscope; Iowa Pork Producers; Iowa Beef Industry Council; McAllister Seed Co.; Ambico; Family Health Plan; Monsanto, special projects; Taco Bell. It lost: Midland Financial Savings & Loans.

Billings breakdown: Newspapers 8%, magazines 15%, radio 21%, spot tv 10%, outdoor 2%, business papers 11%, farm publications 15%, point of sale 3%, Yellow Pages 1%, direct mail 2%, catalogs 8%, promo 4%.

Top execs: Connor T. (Tom) Flynn Jr., president; Joseph N. Rosenberg, exec vp; Michael F. Murphy, vp. Employes: 20.

Phone: (515) 274-9271.

Lessner Slossberg Gahl & Partners, Avon, Conn., reported gross income of $1,370,625 in 1985 on billings of $9,137,506. The agency did not report for 1984.

The agency's 1985 U.S. volume consisted of $2,646,964 in media, $1,057,096 in materials and services and $5,615,446 in capitalized fees.

In 1985, the agency gained: State Mutual Life Insurance Co.; Summit Hotel; Michaels Jewelers. It lost: Creative Devel Systems.

Billings breakdown: Newspapers 20%, magazines 5%, radio 20%, spot tv 15%, cable tv 1%, outdoor 2%, business papers 10%, point of sale 5%, direct mail 12%, catalogs 2%, direct response newspapers 3%, direct response magazines 2%, telemarketing 3%.

Top execs: Gary Lessner, president; Richard A. Slossberg, exec vp; John J. Gahl, Albert A. Curt Jr., Frances Provencher Ryder, senior vps; Judith Pawlowski, vp. Employes: 18.

Phone: (203) 674-1902.

Levenson, Levenson & Hill, Irving, Tex., reported gross income of $3,534,838 in 1985 on billings of $29,418,585. The agency did not provide figures for 1984.

In 1985, the agency gained: American Petrofina; TreeSweet, juices; Chilis, Mexican restaurants; Fidelity Natl Bank; Walt Disney Pictures; New World Pictures; Frito-Lay, pr; Eastman Kodak, local media. It lost: Satellite Music Network; Epson Computer; Businessland, computers; Southland Real Estate.

Billings breakdown: Newspapers 10%, magazines 7%, radio 9%, spot tv 30%, fees, production and staff time, 44%.

Top execs: William Hill, president; Stanley Levenson, ceo. Exec vps—Barbara Levenson, coo; Robert McEnany, mktg. William Lawrence, gm, pr. Employes: 58.

Phone: (214) 556-0944.

Jack Levy & Associates, Chicago, reported gross income of $4,284,592 in 1985 on billings of $28,563,950. In 1984, it reported gross income of $3,052,800 on billings of $20,352,000.

The agency's 1985 U.S. volume consisted of $15,532,500 in media, $2,060,300 in materials and services and $10,971,150 in capitalized fees. Its 1984 U.S. volume consisted of $10,534,710 in media, $1,577,180 in materials and services and $8,240,110 in capitalized fees.

In 1985, the agency gained: ABN/LASALLE; Balmoral Park Race Track; Material Sciences; Nikko America; Winegard Co.; On-Cor Frozen Foods; Pizza Hut (Illinois Mega Coop). It lost: Aeolian Pianos.

Billings breakdown: Newspapers 15%, magazines 23%, radio 13%, spot tv 29%, cable tv 2%, outdoor 1%, business papers 8%, direct mail 8%, free-standing inserts 1%.

Top execs: Jack Levy, president. Senior vps—Mark Goldstein, operations, media; Richard Stack, director client services. Employes: 66.

Phone: (312) 332-7540.

Levy, Flaxman & Associates, New York, reported gross income of $2,722,120 in 1985 on billings of $18,147,788. In 1984, it reported gross income of $1,847,238 on billings of $12,316,816.

The agency's 1985 U.S. volume consisted of $12,127,240 in media, $1,316,197 in materials and services and $4,704,351 in capitalized fees. Its 1984 U.S. volume consisted of $7,221,472 in media, $847,221 in materials and services and $4,248,123 in capitalized fees.

The agency did not consolidate subsidiaries:
- Levy, Flaxman, Tremba, direct response
- Rittenband & Richards, sales promotion

In 1985, the agency gained: Cellular Telephones Co. (New York mkts). It lost: *Playboy* magazine.

Top execs: Richard Levy, chmn; Richard Flaxman, president; Robert Hurley, exec vp; Leslie Marshall, senior vp; Lanny Udell, Bonnie Oloff, vps. Employes: 30.

Phone: (212) 620-3100.

Levy, King & White Cos., Buffalo, reported gross income of $4,100,000 in 1985 on billings of $29,501,000. In 1984, it reported gross income of $3,850,000 on billings of $25,700,000.

The agency's 1985 U.S. volume consisted of $16,330,000 in media, $4,500,000 in materials and services and $8,671,000 in capitalized fees. Its 1984 U.S. volume consisted of $17,680,000 in media, $3,820,000 in materials and services and $4,200,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Quantum Analysis, mkt rsch/media placement
- Wm. Collins Associates, pr
- LKW Advertising of Fla.
- LKW Advertising

In 1985, the agency gained: Millard Fillmore Hospitals; Westwood Pharmaceuticals, Fostex brand; Gary Pools; Realty World (New Jersey); St. Petersburg Grand Prix; Old Hyde Village; WFTS-TV (Tampa). It lost: Dad's dog food; Upstate Milk Coops.

Billings breakdown: Newspapers 24.5%, magazines 13.1%, supplements 14.2%, radio 9.7%, network tv 12%, spot tv 3.6%, cable tv 5.2%, outdoor 1%, business papers 5.4%, point of sale 2.1%, direct mail 2.8%, catalogs 0.8%, free-standing inserts 5.6%.

Top execs: Peter King, chmn-ceo; Strattan S. White, president-coo; David I. Levy, chmn of exec committee. Presidents—Michael Thomas, LKW (Florida); William Collins, Wm. Collins Associates; Ken Dobmeier, QA Research; Carmen Fasula, treasurer. Employes: 120 in 3 offices.

Phone: (716) 853-6755.

Lieberman-Appalucci, Allentown, Pa., reported gross income of $1,649,150 in 1985 on billings of $11,673,762. In 1984, it reported gross income of 1,369,520 on billings of $10,227,680.

In 1985, it had net income of $79,000, compared with $65,000 in 1984.

The agency's 1985 U.S. volume consisted of $3,934,179 in media, $1,173,842 in materials and services and $6,565,741 in capitalized fees. Its 1984 U.S. volume consisted of $3,778,900 in media, $1,150,000 in materials and services and $5,298,780 in capitalized fees.

In 1985, the agency gained: Mitsubishi Fuso Truck of America; Dorma Door Controls; DuroFlow Corp.

Billings breakdown: Newspapers 17%, magazines 32%, radio 10%, spot tv 5%, outdoor 6%, Yellow Pages 10%, direct mail 20.

Top execs: George R. Lieberman, chmn; Joseph L. Appalucci, president. Employes: 35.

Phone: (215) 791-2011. ☑

Lipman Advertising, New York, reported gross income of $1,347,911 in 1985 on billings of $10,187,811. In 1984, it reported gross income of $1,063,959 on billings of $9,312,526.

The agency's 1985 U.S. volume consisted of $5,428,392 in media and $4,759,419 in capitalized fees. Its 1984 U.S. volume consisted of $4,103,469 in media and $5,209,057 in capitalized fees.

In 1985, the agency gained: Westin Hotel; Huntington Town House.

Billings breakdown: Newspapers 44%, magazines 14%, radio 11%, spot tv 23%, outdoor 4%, transit advertising 4%.

Top execs: Robert Lipman, president; Richard Lipman, secretary, treasurer; David Lipman, senior vp. Employes: 24.

Phone: (212) 684-1100.

K.I. Lipton Inc., Doylestown, Pa., reported gross income of $655,382 in 1985 on billings of $3,323,145. In 1984, it reported gross income of $468,676 on billings of $2,289,917.

The agency's 1985 U.S. volume consisted of $700,032 in media, $965,291 in materials and services and $1,657,822 in capitalized fees. Its 1984 U.S. volume consisted of $395,459 in media, $579,014 in materials and services and $1,315,444 in capitalized fees.

In 1985, the agency gained: Church & Dwight Co., chemicals div; Medical Economics Co., drug topics; Agfa Gevaert; Getinge Intl; Moyco Industries; Colorcon; LCI Medical; Lydo Precision Products. It lost: Electro-Nucleonics; Intl Technidyne; Cabot Medical Group.

Billings breakdown: Medical journals 50%, business papers 10%, direct mail 40%.

Top exec: Kenneth I. Lipton, president. Employes: 11.

Phone: (215) 345-4525. ☑

Livingston & Co., Seattle, reported a gross income of $3,100,000 in 1985 on billings of $23,000,000. In 1984, it reported gross income of $3,000,000 on billings of $18,500,000.

The agency did not provide a volume breakout.

In 1985, the agency gained: Society Expeditions. It lost: CB Sports.

Top execs: Roger Livingston, president, creative director. Vps—Tom Swearingen, Doug Dickison, Betsy Borrow, acct supers; Betti Fujikado, controller; Ron Sandilands, creative director; Richard Block, planning director; David Verklin, media director; Elton Welke, director pr; Bernie Hafeli, copywriter. Employes: 50.

Phone: (206) 382-5500.

Lockhart & Pettus, New York, reported gross income of $1,650,000 in 1985 on billings of $11,000,000. In 1984, it reported gross income of $1,285,000 on billings of $8,570,000.

The agency's 1985 U.S. volume consisted of $8,700,000 in media and $2,300,000 in materials and services. Its 1984 U.S. volume consisted of $6,360,000 in media and $2,210,000 in materials and services.

Billings breakdown: Newspapers 6%, magazines 20%, radio 34%, network tv 10%, spot tv 22%, outdoor 8%.

Top execs: Keith E. Lockhart; Theodore D. Pettus, exec vp. Employes: 25.

Phone: (212) 725-2828.

Loeffler Mountjoy, Charlotte, N.C., formerly Loeffler Marley Mountjoy, reported gross income of $1,004,963 in 1985 on billings of $6,703,000. In 1984, it reported gross income of $1,131,375 on billings of $7,546,000. The agency did not breakdown its U.S. volume.

In 1985, the agency gained: Carolina Mirror Corp; Direct Express Courier Services; Jonathan's Restaurant; McLeod Hospital; Charlotte Transit System. It lost: Piggly Wiggly Carolina Corp; South Carolina Federal.

Billings breakdown: Newspapers 20%, magazines 2%, radio 10%, spot tv 55%, outdoor 1%, business papers 3%, point of sale 1%, Yellow Pages 2%, direct mail 2%, telemarketing 1%, free-standing inserts 1%, other 2%.

Top execs: William G. Loeffler, president; James W. Mountjoy, vp. Employes: 20.

Phone: (704) 554-7141. ☑

J.P. Lohman Organization, New York, reported gross income of $1,240,000 in 1985 on billings of $8,250,000. In 1984, it reported gross income of $1,109,000 on billings of $7,400,000.

The agency's 1985 and 1984 U.S. volumes were both in media.

In 1985, the agency gained: EQK Realty Investors; Park Tower Realty; Greiner-Maltz Co.

Billings breakdown: Newspapers 20%, magazines 20%, collateral 35%, pr 25%.

Top execs: Arthur J. Lohman, president, creative director; Patricia W. Rich, senior acct super; Claire Lukacs, director graphics services; Joanne M. Spettell, director admin services. Employes: 18.

Phone: (212) 661-9700. ☑

Lois Pitts Gershon Pon/GGK, New York, reported gross income of $7,950,000 in 1985 on billings of $63,000,000. In 1984, it reported gross income of $6,780,000 on billings of $54,672,000.

The agency's 1985 U.S. volume consisted of $54,329,000 in media and $8,671,000 in capitalized fees. Its 1984 U.S. volume consisted of $44,000,000 in media and $10,672,000 in capitalized fees.

In 1985, the agency gained: Harrah's Marina Casino Hotel; Murjani Intl, Coca-Cola Clothes, Lois Jeans, Tommy Hilfiger; Greek Natl Tourist Organization; WABC-TV, Gannett Corp, *USA Weekend*, corp. It lost: Carrier Corp; WPIX-FM.

Billings breakdown: Newspapers 12%, magazines 17%, radio 10%, network tv 7%, spot tv 38%, cable tv 3%, outdoor 2%, business papers 3%, transit advertising 1%, direct response tv 4%, other 3%.

Top execs: George Lois, chmn, creative director; William Pitts, vice chmn, mktg, acct; Richard Gershon, president, media, admin; Dale Pon, Richard Lewis, exec vps, acct. Senior vps—Neil Brownlee, copy; Dennis Mazzella, Kurt Weihs, co-creative directors; James Feigenbaum, Leslie Fenn, Dwight Davis, acct; John De Angelis, finance. Vps—Ralph Tuzzo, senior art director; Robert McCann, traffic; James Mooney, print production; Chris Crowley, tv production. Employes: 78.

Phone: (212) 757-6700. ☑

Robert Lombardi Advertising, New York, had estimated gross income of $483,000 in 1985 on billings of $2,993,078. The agency did not provide figures for 1984.

The agency's 1985 U.S. volume consisted of $857,972 in media, $1,292,525 in materials and services and $842,581 in capitalized fees.

In 1985, the agency gained: Italgold, (jewelry); Gemological Institute of America.

Billings breakdown: Business papers 40%, point of sale 5%, direct mail 10%, catalogs 40%, direct response magazines 5%.

Top execs: Robert Lombardi, president; Howard Koerpel, exec vp. Employes: 11.

Phone: (212) 302-0900.

Long, Haymes & Carr, Winston-Salem, N.C., reported gross income of $6,311,600 in 1985 on billings of $42,600,000. In 1984, it reported gross income of $6,159,300 on billings of $41,500,000.

The agency's 1985 U.S. volume consisted of $26,650,000 in media, $7,075,000 in materials and services and $8,875,000 in capitalized fees. Its 1984 U.S. volume consisted of $28,000,000 in media, $6,700,000 in materials and services and $6,800,000 in capitalized fees.

In 1985, the agency gained: Hanes Hosiery, Isotoner pantyhose; L'Eggs prods, Gitano pantyhose; Hanes Knitwear, Bill Blass underwear; Wix Corp, Wix Auto Filters.

Billings breakdown: Newspapers 19%, magazines 17%, supplements 1%, radio 4%, network tv 22%, spot tv 9%, outdoor 1%, business papers 7%, sales promo 14%, direct mail 3%, service fees 3%.

Top execs: Joseph A. Haymes Jr., president-ceo; Curtis E. Long, chmn; Austin H. Carr, senior exec vp; Donald N. Adams, Loren L. Chamberlain, Robert E. Fly, Robert F. Graham, exec vps. Senior vps—Robert S. Fellows II; Pat N. Thomas, treasurer; Erling S. Tonnes. Employes: 120.

Phone: (919) 765-3630. ☑

Lord, Sullivan & Yoder, Marion, O., reported gross income of $5,107,278 in 1985 on billings of $36,476,494. In 1984, it reported gross income of $5,070,395 on billings of $36,105,161.

The agency's 1985 U.S. volume consisted of $12,370,040 in media, $4,748,041 in materials and services and $19,358,414 in capitalized fees. Its 1984 U.S. volume consisted of $13,124,307 in media, $4,725,004 in materials and services and $18,255,850 in capitalized fees.

Included in the agency's figures were returns from its offices in Marion, O., and DesMoines, Ia.

In 1985, the agency gained: Money Station; Iowa State Lottery Commission; Westinghouse Furniture Systems; Saint Anthony Medical Center; U.S. Chemical & Plastics. It lost: National Pork Producers Council; Blue Cross/Blue Shield; McCurdy Seed Co.; Pioneer Communications; Dana World Trade.

Billings breakdown: Newspapers 20.2%, magazines 2.4%, radio 20%, spot tv 29.2%, cable tv 0.7%, outdoor 1.5%, business papers 21.1%, farm publications 2.2%, transit advertising 1.1%, point of sale 1.3%, Yellow Pages 0.2%, direct mail 0.1%.

Top execs: Robert E. Sullivan, president, treasurer. Senior vps—Robert D. Ackerman, client services; Robert L. Bender, art, production; Kent T. Zimmerman, operations mgr (Des Moines Office). Employes: 103 in 2 offices.

Phone: (614) 387-8500. ☑

Lorsch Group, Los Angeles, reported gross income of $5,300,000 in 1985 on billings of $34,400,000. In 1984, it reported gross income of $6,300,000 on billings of $39,000,000.

The agency's 1985 U.S. volume consisted of an estimated $20,300,000 in media and $14,100,000 in materials and services. Its 1984 U.S. volume consisted of $23,000,000 in media, $16,000,000 in materials and services.

Included in the agency's figures were returns from subsidiary:
- Bob Lorsch & Friends

In 1985, the agency gained: Memtech, distributor of Memorex brand audio and video tapes and accessories; Medivision, outpatient eye surgery; Embassy Home Entertainment Corp; Tropicana Hotel & Casino (Atlantic City); Green Giant, frozen entrees; American Honda Motors, safety div, recreation div; Taco Bell.

Billings breakdown: Newspapers 30%, magazines 20%, supplements 10%, radio 10%, spot tv 5%, outdoor 5%, direct mail 10%, other 10%.

Top execs: Robert H. Lorsch, president-ceo; Lester Boxer, director; Debbie Rosten, vp; Brent Caines, senior art director; Greg Gleicke, cfo. Employes: 26.

Phone: (213) 856-0808.

Louis & Saul Intl., Santa Monica, Cal., reported gross income of $4,300,000 in 1985 on billings of $30,688,000. In 1984, it reported gross income of $3,200,000 on billings of

$21,450,000.

The agency's 1985 U.S. volume consisted of $26,103,000 in media, $850,000 in materials and services and $1,531,000 in capitalized fees. Its 1984 U.S. volume was all in media.

Included in the agency's figures were returns from subsidiaries:

- Gold Promotions
- Louis & Saul/Arizona

The agency did not consolidate subsidiaries:

- Sports Marketing Group, sales promo
- Advantage Group, barter adv
- Santa Monica Group, market rsch

In 1985, the agency gained: Chantal Cosmetics; RNC Capital Mgmt; American Hawaiin Cruise Lines; Marc's Drug Stores; Los Angeles Mart; Sahara Hotel & Resort; Indian Wells Properties; Regal Oil; BioGard Products; Coastal Insurance; Edmund G. "Pat" Brown Institute for Public Affairs; Product Research Chemical Co. It lost: Jet America Airlines.

Billings breakdown: Newspapers 15%, magazines 30%, supplements 5%, radio 10%, network tv 5%, spot tv 15%, outdoor 10%, business papers 5%, other 5%.

Top execs: Peter Summers, chmn exec board; Jerome Wolf, cfo. Presidents—Saul Fruchthendler, ceo; Ray Ramano, Gold Promotions; William Weinberger, Sports Mktg Group; Stan Rich, Santa Monica Group. Louis Goldberg, exec vp, creative director; Michael Levitt, senior vp-gm. Bruce Friedlander, mng director-Advantage Group. Vps—Mark Alexander, media director; Harris Goldstein, rsch; Jed West, Tina Hopkins, mgmt supers; Marcel Diraison, intl; Carl Overr, art super; Lauriann House, operations. Employes: 34.

Phone: (213) 393-0507. ☑

Luckie & Forney, Birmingham, Ala., had estimated gross income of $7,400,000 in 1985 on billings of $47,961,214. In 1984, it had estimated gross income of $5,724,000 on billings of $37,150,063.

The agency's 1985 U.S. volume consisted of $29,945,738 in media, $8,035,569 in materials and services and $9,979,907 in capitalized fees. Its 1984 U.S. volume consisted of $24,108,227 in media, $5,749,846 in materials and services and $7,291,990 in capitalized fees.

In 1985, the agency gained: Godfather's Pizza (Ala, Fla, Miss, Ga); Mrs. Stratton's Salads; Drummond Coal, mktg, rsch; SONAT, pr. It lost: Jacks Fast Foods; Forum Group; Kindercare, Med Central div.

Billings breakdown: Newspapers 19%, magazines 15%, radio 6%, spot tv 59%, outdoor 1%.

Top execs: Robert E. Luckie Jr., chmn-ceo; Frank Lee, president-coo; John Forney, vice chmn. Employes: 98.

Phone: (205) 879-2121.

Lundmark Advertising & Design, Kansas City, had estimated gross income of $207,000 in 1985 on billings of $1,200,000. In 1984, it had estimated gross income of $158,000 on billings of $920,000.

The agency's 1985 U.S. volume consisted of $200,000 in media and $1,000,000 in materials and services. Its 1984 U.S. volume consisted of $150,000 in media and $770,000 in materials and services.

Billings breakdown: Magazines 10%, business papers 5%, point of sale 60%, direct mail 25%.

Top exec: Fred Trent, president. Employes: 6.

Phone: (816) 842-5236.

Lyons, Wilmington, Del., reported gross income of $1,925,000 in 1985 on billings of $18,379,000. In 1984, it reported gross income of $1,867,000 on billings of $15,550,000.

The agency's 1985 U.S. volume consisted of $2,789,000 in media, $3,198,000 in materials and services and $12,392,000 in capitalized fees. Its 1984 U.S. volume consisted of $1,965,000 in media, $2,827,000 in materials and services and $10,758,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- 810 Studio

Not included in the agency's figures were returns from its LSI Publishing, greeting cards.

In 1985, the agency gained: Hunter Douglas Architectural Products; Graniteville Mills; Brandywine Park Condominiums.

Billings breakdown: Newspapers 10%, magazines 40%, radio 10%, point of sale 10%, direct mail 15%, catalogs 15%.

Top execs: William N. Spiker, chmn; Joseph P. Foran, president. Employes: 67.

Phone: (302) 654-6146. ☑

MacMahon Advertising, Orlando, had estimated gross income of $343,000 in 1985 on billings of $2,543,260. In 1984, it had estimated gross income of $299,000 on billings of $1,952,434.

The agency's 1985 U.S. volume consisted of $915,247 in media, $402,024 in materials and services and $1,225,989 in capitalized fees. Its 1984 U.S. volume consisted of $600,949 in media, $212,806 in materials and services and $1,138,679 in capitalized fees.

In 1985, the agency gained: Peabody Hotel; Central Florida Physicians Health Plan; Photo Plastic Products. It lost: Crawford Equipment & Engineering; Florida Hospital; D'Lites; Hood Tractor Co.

Billings breakdown: Newspapers 7%, magazines 5%, radio 28%, spot tv 12%, outdoor 17%, business papers 31%.

Top execs: James R. MacMahon, president. Vps—William E. Ryerson, creative services; Alexis C. McGrath, acct services. Employes: 12.

Phone: (305) 894-7060.

MacNamara, Clapp & Klein, New York, reported gross income of $4,055,000 in 1985 on billings of $27,046,850. In 1984, it reported gross income of $2,850,000 on billings of $19,009,500.

The agency's 1985 and 1984 U.S. volume was all in capitalized fees.

In 1985, the agency gained: Fleischmann Distilling, gin, vodka, El Toro tequila, LTD Canadian, Denara Vodka, Plymouth Gin; IMI.

Billings breakdown: Newspapers 2%, magazines 9%, supplements 1%, radio 12%, network tv 55%, spot tv 15%, cable tv 5%, free-standing inserts 1%.

Top execs: Jeff Clapp, president; Exec vps—Frank MacNamara, media; Don Klein, creative director. Jack Wheaton, senior vp, acct mgmt. Employes: 27.

Phone: (212) 206-8484. ☑

Maher/Hartford, Hartford, Conn., had estimated gross income of $3,800,000 in 1985 on billings of $25,000,000. In 1984, it had estimated gross income of $3,400,000 on billings of $22,600,000.

In 1985, the agency gained: Kaman Corp; Taylor Rental; Eastern States Exposition, Big E; FITCO, importer of fish prods; Prague's. It lost: Sound Playground.

Billings breakdown: Newspapers 12%, magazines 12%, radio 20%, spot tv 20%, outdoor 4%, business papers 8%, point of sale 12%, Yellow Pages 1%, direct mail 2%, free-standing inserts 5%.

Top execs: E. Ray Maher, president-ceo, creative director. Exec vps—Stanton P. Beaghen, gm; Eugene Sheehan, assoc creative director. Senior vps—Jeffrey Maker, pr director; John Pastor, media director; William Pratt, acct super; Dean Lang, cfo. Employes: 30.

Phone: (203) 549-4630.

Malek Group, New York, had estimated gross income of $344,704 in 1985 on billings of $2,259,219. In 1984, it had estimated gross income of $219,739 on billings of $1,685,680.

The agency's 1985 U.S. volume consisted of $482,250 in media, $304,166 in materials and services and $1,472,803 in capitalized fees. Its 1984 U.S. volume consisted of $551,087 in media, $166,789 in materials and services and $967,804 in capitalized fees.

In 1985, the agency gained: Greer Software Associates; New York Institute of Finance; Madison Green Personnel. It lost: HSF, chinese restaurant; Harzfeld & Stern.

Billings breakdown: Newspapers 28, magazines 20%, point of sale 50%, Yellow Pages 1%, free-standing inserts 1%.

Top execs: Judith Malek, president; Frances Cohen, secretary, treasurer. Employes: 6.

Phone: (212) 684-6103.

Mallof, Abruzino & Nash Marketing, Lombard, Ill., had estimated gross income of $630,000 in 1985 on billings of $4,200,000. In 1984, it had estimated gross income of $480,000 on billings of $3,200,000.

Billings breakdown: Newspapers 50%, magazines 5%, supplements 10%, radio 20%, spot tv 10%, outdoor 5%.

Top exec: Edward G. Mallof, president. Employes: 14.

Phone: (312) 964-7722.

Malone Advertising, Akron, O., reported gross income of $5,000,000 in 1985 on billings of $33,350,000. In 1984, it reported gross income of $4,200,000 on billings of $28,014,000.

Included in the agency's figures were returns from offices in Austin, Tex., and Charlotte, N.C.

In 1985, the agency gained: Family Dollar; Tel-Man; State of Ohio Economic Devel; Systemation; Belden & Blake; Price Waterhouse; American Physician Services; 1986 U.S. Savings Bond Volunteer Committee; Financial Partners Intl; Radiation Disposal Systems. It lost: Wendy's (regional franchisee).

Billings breakdown: Newspapers 5%, magazines 7%, radio 7%, spot tv 56%, outdoor 2%, point of sale 4%, direct mail 4%, catalogs 8%, other 7%.

Top execs: H.P. Stitzlein, chmn-ceo; B.L. Malone, president-coo. Senior vps: W.L. Ebner, creative director; R. Hall; R.W. Dill. Employes: 110 in 3 offices.

Phone: (216) 376-6148.

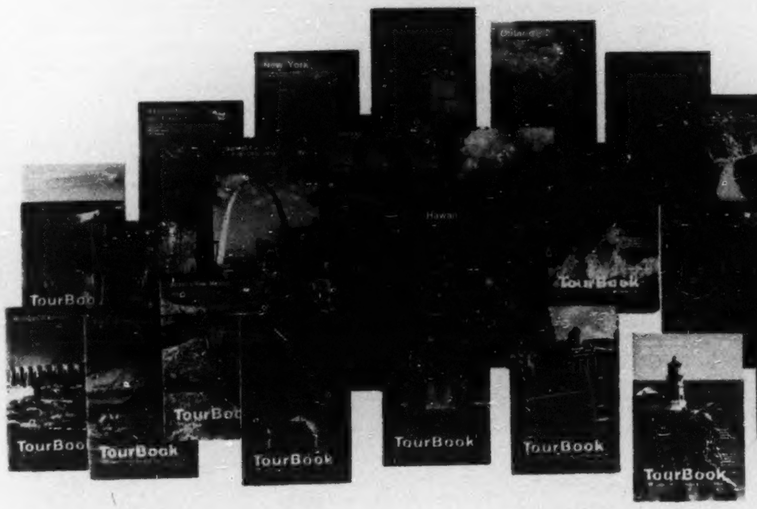
Mandabach & Simms, Chicago, had estimated gross income of $7,860,000 in 1985 on billings of $52,400,000. In 1984, it had estimated gross income of $8,500,000 on billings of $56,900,000.

The agency did not provide a volume breakout. Included in the agency's figures were returns from its offices in New York City, Mansfield, O., Emeryville, Cal., and Ft. Lauderdale.

Top execs: Irwin Simms, president-ceo; Lee Lippman, Sheldon Kahn, exec vps; Robert J. Maszka, senior vp, finance. Employes: 136 in 5 offices.

Phone: (312) 902-1300.

MAP Advertising, Springfield, Mo., reported gross income of $384,704 in



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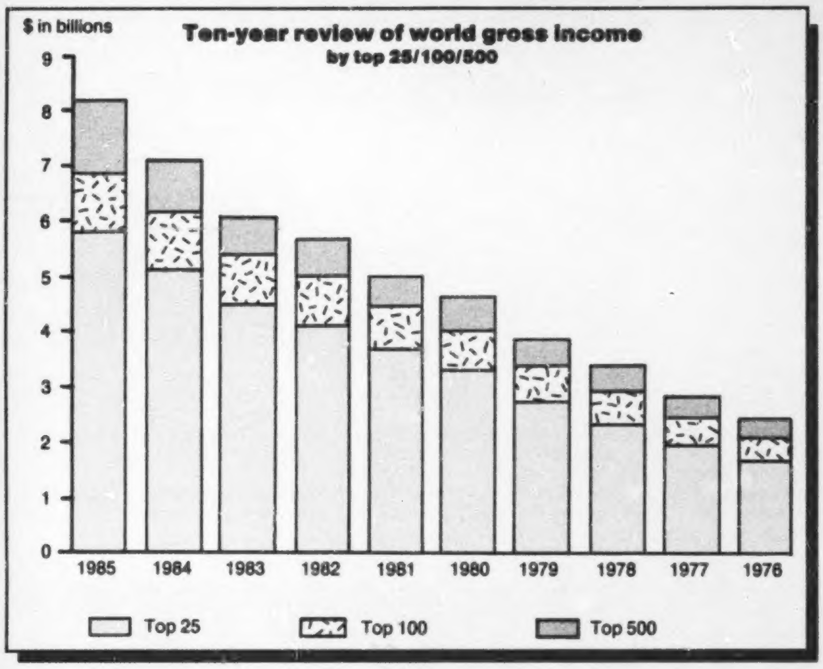
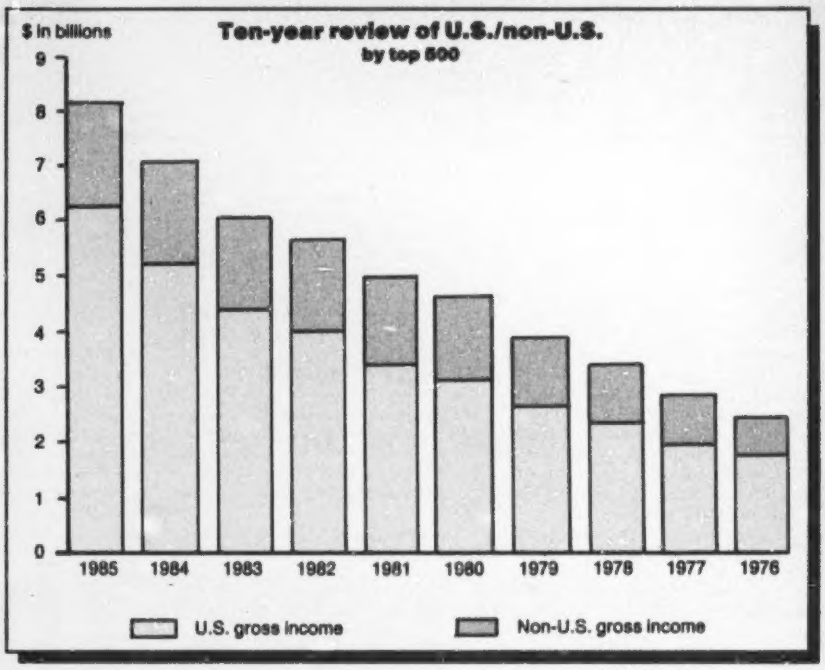




1985 on billings of $4,008,242. In 1984, it reported gross income of $496,556 on billings of $3,689,110.

The agency's 1985 U.S. volume consisted of $1,927,528 in media, $58,450 in materials and services and $2,022,264 in capitalized fees. Its 1984 U.S. volume consisted of $1,517,958 in media, $69,309 in materials and services and $2,101,843 in capitalized fees.

In 1985, the agency gained: America's Heartland Council, tourism; Bi-Rite Directories; Eureka Springs-North Arkansas Railway; McLean Hotels; Ebenezer's Eatery & Drinkery; Howard Johnson Lodge (Birmingham, Ala., Biloxi, Miss., Bloomington, Minn., Erlanger, Ky., Hattiesburg, Miss., Lenexa, Kan., Mill Valley, Cal., Mobile, Ala., New Orleans, Sacramento, Springfield, Mo., Topeka, Kan., Tulsa, Okla.); Ramada Hotel (Springfield, Mo.).

It lost: Ramada Inn (Joplin, Mo.); Coach House Best Western (Springfield, Mo.) P.J. Brennans Prime Rib House.

Billings breakdown: Newspapers 10%, magazines 15%, radio 16%, spot tv 35%, cable tv 3%, outdoor 1%, business papers 6%, point of sale 2%, Yellow Pages 2%, direct mail 2%, freestanding inserts 8%.

Top execs: Joseph H. Straughan Jr., chmn; Raymond D. Bradshaw, president; Kenneth E. Lay, exec vp. Employes: 20.

Phone: (417) 866-2779. ☑

MARC & Co., Pittsburgh, reported gross income of $4,600,000 in 1985 on billings of $30,800,000. In 1984, it reported gross income of $4,100,000 on billings of $27,000,000.

The agency's 1985 U.S. volume consisted of $16,000,000 in media, $5,500,000 in materials and services and $9,300,000 in capitalized fees. Its 1984 U.S. volume consisted of $12,400,000 in media, $3,300,000 in materials and services and $11,300,000 in capitalized fees.

In 1985, the agency gained: PPG Place; American Hardware Supply Co.; Equibank; Herr's Foods; Sears Roebuck & Co. (northeast and northwest groups).

Billings breakdown: Newspapers 19%, radio 21%, spot tv 56%, outdoor 4%.

Top execs: Louis J. Caramone, ceo. Senior vps—Anthony L. Bucci, director client services; Norbert J. Sieber, director operations; Cynthia L. Zeth, creative services; Gary P. Boens, mgmt super. Vps—Edward L. Fine, creative director; John J. Harpur, media director; Stuart M. Zolot, finance; James P. Werbel, mgmt super.
Employes: 80.

Phone: (412) 562-2000. ☑

MARCOA Direct Advertising, Chicago, had estimated gross income of $6,372,000 in 1985 on billings of $36,100,000. In 1984, it had estimated gross income of $6,195,000 on billings of $35,100,000.

In 1985, the agency gained: Bally Fitness prods; Bradford Exchange; Cabot Corp, E-A-R div; Hammacher Schlemmer; Intl Shoe; Madison Pharmacy Associates; Motorola, commercial mkts div; Prestige Group; Rand-McNally; VITA-MIX Corp. It lost: Montgomery Ward; Xerox, business prods div.

Billings breakdown: Business papers 11%, point of sale 3%, direct mail 33%, catalogs 8%, direct response tv 10%, direct response radio 1%, direct response newspapers 13%, direct response magazines 19%, telemarketing 2%.

Top execs: David Hefter, president; Ronald Perrella, exec vp, mgmt super. Senior vps—David King, mgmt super; Robert Patterson, creative director, art; Michael McCarthy, creative director, copy. Employes: 70.

Phone: (312) 454-0660.

Marcus Advertising, Cleveland, reported gross income of $2,857,138 in 1985 on billings of $20,020,006. In 1984, it reported gross income of $2,358,796 on billings of $15,726,656.

The agency's 1985 U.S. volume consisted of $13,987,624 in media, $1,384,066 in materials and services and $4,648,316 in capitalized fees. Its 1984 U.S. volume consisted of $12,016,899 in media, $1,015,358 in materials and services and $2,694,399 in capitalized fees.

In 1985, the agency gained: Open Pantry food stores; HGM Hilltop Realtors; Cleveland State University. It lost: Expositions.

Billings breakdown: Newspapers 13%, magazines 11%, radio 19%, spot tv 45%, outdoor 4%, transit advertising 2%, other 6%.

Top execs: Donald Marcus, chmn-

Ten-year gross income review of top 25/100/500 agencies

	Worldwide gross income					U.S. gross income					Non-U.S.
	Top 25		Top 100		Top 500	Top 25		Top 100		Top 500	Top 500
Year	Gross income	$ as % of top 500	Gross income	$ as % of top 500	Gross income	Gross income	$ as % of top 500	Gross income	$ as % of top 500	Gross income	Gross income
1985	$5,781.9	70.7	$6,870.1	84.0	$8,174.6	$3,999.4	63.9	$5,030.3	80.3	$6,262.2	$1,912.4
1984	5,115.3	72.2	6,162.1	86.9	7,089.8	3,377.4	64.5	4,374.0	83.5	5,237.2	1,852.6
1983	4,463.0	73.7	5,381.4	88.9	6,055.9	2,850.0	64.4	3,736.3	84.4	4,425.4	1,630.6
1982	4,086.4	72.0	4,999.9	88.1	5,676.1	2,461.7	61.4	3,319.9	82.7	4,012.4	1,663.7
1981	3,682.5	73.6	4,447.4	88.9	5,003.0	2,134.9	62.3	2,847.1	83.1	3,425.1	1,577.9
1980	3,313.0	71.3	3,990.6	85.9	4,645.0	1,839.8	58.6	2,467.2	78.5	3,141.3	1,503.7
1979	2,771.7	71.5	3,395.0	87.6	3,877.3	1,566.4	58.8	2,149.9	80.7	2,662.8	1,214.5
1978	2,341.5	68.7	2,935.8	86.2	3,407.5	1,311.3	56.1	1,855.8	79.4	2,336.7	1,070.8
1977	1,954.7	68.9	2,453.5	86.4	2,838.5	1,106.7	56.3	1,570.8	79.9	1,965.2	873.3
1976	1,667.6	67.8	2,094.6	85.2	2,458.7	983.3	55.7	1,396.7	79.1	1,765.3	693.4

Ten-year total billings review of top 25/100/500 agencies

	Worldwide total billings					U.S. total billings					Non-U.S.
	Top 25		Top 100		Top 500	Top 25		Top 100		Top 500	Top 500
Year	Total billings	$ as % of top 500	Total billings	$ as % of top 500	Total billings	Total billings	$ as % of top 500	Total billings	$ as % of top 500	Total billings	Total billings
1985	$39,297.1	70.4	$46,805.7	83.9	$55,805.5	$25,742.7	62.2	$32,880.2	79.5	$41,371.8	$14,433.6
1984	34,635.5	71.9	41,879.3	87.0	48,152.8	22,874.3	64.2	29,781.9	83.6	35,604.6	12,548.1
1983	30,103.8	73.2	36,484.3	88.7	41,122.3	19,188.4	63.8	25,378.2	84.3	30,092.9	11,029.4
1982	27,596.5	71.9	33,843.1	88.2	38,369.4	16,713.5	61.8	22,400.8	82.9	27,036.2	11,333.2
1981	23,920.4	72.4	29,261.1	88.6	33,039.1	14,330.3	62.4	19,096.2	83.1	22,979.9	10,059.2
1980	22,345.9	70.7	27,013.5	85.5	31,601.6	12,463.8	57.8	16,833.3	78.1	21,552.5	10,049.1
1979	18,826.4	71.2	23,060.6	87.2	26,436.0	10,687.8	58.6	14,655.0	80.4	18,235.6	8,200.4
1978	15,745.4	68.5	19,714.3	85.7	22,997.5	8,879.9	54.9	12,568.4	77.7	16,184.7	6,812.7
1977	13,209.5	68.8	16,527.4	86.1	19,206.6	7,548.2	54.0	10,692.5	76.5	13,986.0	5,220.6
1976	11,257.9	67.9	14,062.3	84.8	16,579.2	6,617.4	55.7	9,359.9	78.7	11,887.5	4,691.7

NOTE: Dollar figures in millions

ceo; Harvey Scholnick, president-coo; Donald Campbell, William Greenwald, exec vps; Andrew Meldrum, James Reed, senior vps. Employes: 40.

Phone: (216) 461-8000.

Margeotes Fertitta & Weiss, New York, reported gross income of $4,712,000 in 1985 on billings of $27,488,000. In 1984, it reported gross income of $3,465,000 on billings of $19,467,000.

In 1985, it had net income of $170,000, compared with $49,000 in 1984.

The agency's 1985 U.S. volume consisted of $17,802,000 in media, $4,237,000 in materials and services and $5,449,000 in capitalized fees. Its 1984 U.S. volume consisted of $11,173,000 in media, $3,310,000 in materials and services and $3,427,000 in capitalized fees.

In 1985, the agency gained: Dansk Intl Design; Lazare Kaplan; Hearst Corp; Macallan Scotch; Charles Heidseick Champagne.

Billings breakdown: Newspapers 12%, magazines 50%, radio 8%, spot tv 11%, outdoor 5%, business papers 5%, transit advertising 2%, point of sale 2%, direct mail 5%.

Top execs: John Margeotes, chmn, creative director; George A. Fertitta, president-coo; John Weiss, exec vp; Robert S. Berman, chmn exec committee; Paul Donaher, vp acct services; Barbara DiLorenzo, vp creative services; Nevah Assang, vp production services; Valerie Muller, director media services. Employes: 48.

Phone: (212) 620-3838.

Maris, West & Baker, Jackson, Miss., reported gross income of $1,800,842 in 1985 on billings of $12,011,615. In 1984, it reported gross income of $1,974,966 on billings of $13,173,026.

The agency's 1985 U.S. volume consisted of $2,008,096 in media, $614,987 in materials and services and $9,388,532 in capitalized fees. Its 1984 U.S. volume consisted of $2,164,521 in media, $999,323 in materials and services and $10,009,182 in capitalized fees.

Also included in the agency's figures were returns from its New Orleans office.

In 1985, the agency gained: Mississippi Power & Light; Prescription Cabinet; MS-LA Broadcast (WNTZ); Catfish Assn; Trammell Crow, real estate; WYHT Radio; Wesley Health Service; Cashiers; Southern Beverage Co.; Hope Farms; East Ford; Jackson Convention & Visitors Bureau; TMC, Sun Light Mgmt; Charles River Mgmt; Suburban American Co.

Billings breakdown: Newspapers 23.8%, magazines 16.9%, radio 7.9%, spot tv 36.9%, outdoor 11.6%, other 2.9%.

Top execs: Gerrit A. Maris, president; Norman L. West, exec vp; Harry C. Brown, vp-secretary. Employes: 32 in 2 offices.

Phone: (601) 362-6306.

MarketAide, Salina, Kan., reported gross income of $631,892 in 1985 on billings of $4,241,607. In 1984, it reported gross income of $733,093 on billings of $4,995,542.

The agency's 1985 U.S. volume consisted of $347,887 in media, $1,082,368 in materials and services and $2,811,352 in capitalized fees. Its 1984 U.S. volume consisted of $411,344 in media, $1,499,463 in materials and services and $3,084,735 in capitalized fees.

Billings breakdown: Newspapers 8%, magazines 1%, radio 16%, spot tv 23%, outdoor 1%, business papers 15%, farm publications 15%, point of sale 1%, direct mail 20%.

Top execs: Gary D. Ray, chmn-ceo; Russell C. Norwood, president. Employes: 15.

Phone: (913) 825-7161. ☑

Marketing Directions, Newport Beach, Cal., reported gross income of $1,360,312 in 1985 on billings of $8,872,781. In 1984, it reported gross income of $1,326,503 on billings of $7,749,661.

The agency's 1985 U.S. volume consisted of $1,256,681 in media, $1,005,556 in materials and services and $6,610,544 in capitalized fees. Its 1984 U.S. volume consisted of $913,398 in media, $760,440 in materials and services and $6,075,823 in capitalized fees.

In 1985, the agency gained: American Abbey Homecare; Inland Health Plan; Riverside Community Hospital; Mallinckrodt Critical Care; Radiation Sterilizers; Vari-X Inc. It lost: PacifiCare Health Plan; Memorial Hospital of Glendale.

Billings breakdown: Newspapers 4%, magazines 2%, medical journals 28%, radio 2%, spot tv 2%, outdoor 1%, business papers 5%, direct mail 13%, collateral 43%.

Top execs: Richard L. Lawrence, chmn; Michael B. Cole, president; James J. Lawrence, exec vp. Vps—Timothy J. Friday, acct service; Diane E. Manning, finance. Employes: 25.

Phone: (714) 752-6211. ☑

Marketing Group, Fort Washington, Pa., had estimated gross income of $1,100,000 in 1985 on billings of $5,093,620. In 1984, it had estimated gross income of $916,000 on billings of $4,315,485.

The agency's 1985 U.S. volume consisted of $367,870 in media, $1,487,465 in materials and services and $3,238,285 in capitalized fees. Its 1984 U.S. volume consisted of $312,565 in media, $1,421,630 in materials and services and $2,581,290 in capitalized fees.

In 1985, the Marketing Group gained: Consolidated Assn Plans; United Microsystems; Healthcare Mgmt Counselors; Healthcare Computer Systems; Meridian Development Corp; Miles Homes.

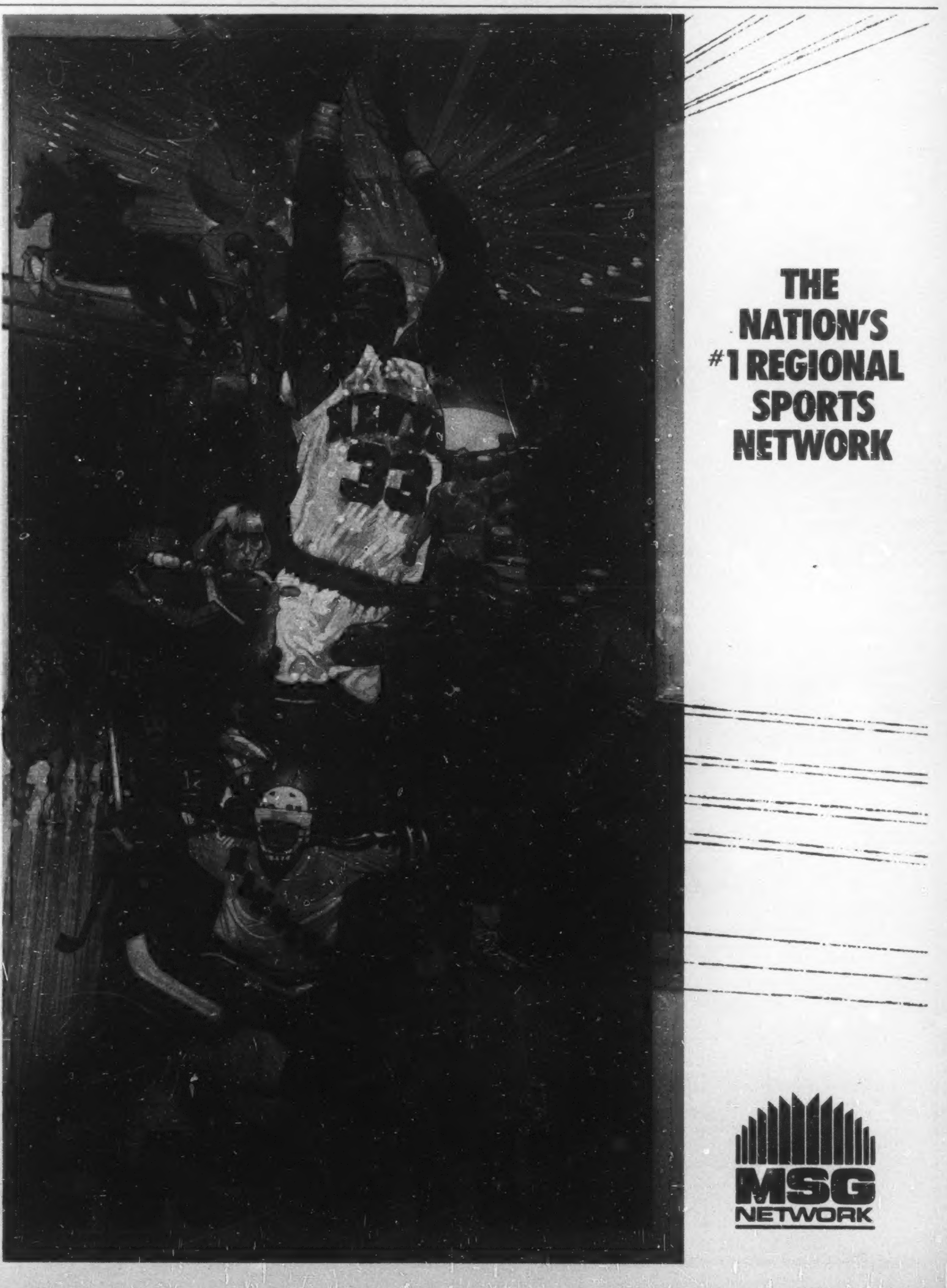
Billings breakdown: Newspapers 12%, magazines 25%, radio 2%, spot tv 4%, cable tv 5%, business papers 10%, direct mail 15%, catalogs 20%, direct response newspapers 3%, direct response magazines 4%.

Top execs: James Notte, president; Robert Dean, exec vp; Robert Miller, creative director. Employes: 19.

Phone: (215) 628-2121.

Quirks and quakes

Norman, Craig & Kummel, which changed its name to NCK Organization and billed more than $430 million in 1982, primarily in international markets, merged with Foote, Cone & Belding in August, 1983. The acquisition was seen by European ad agency watchers as a major coup for FCB, which had been beset with problems there.


THE NATION'S #1 REGIONAL SPORTS NETWORK
MSG NETWORK

Marketing Laboratory, Danbury, Conn., reported gross income of $72,166 in 1985 on billings of $511,792. In 1984, it reported gross income of $55,134 on billings of $389,005.

The agency's 1985 U.S. volume consisted of $48,381 in media, $26,659 in materials and services and $436,752 in capitalized fees. Its 1984 U.S. volume consisted of $97,695 in media, $21,308 in materials and services and $270,002 in capitalized fees.

In 1985, the agency gained: Jewel D'Or; *Business Digest of Greater Danbury*; Publishers Gallery; Bristol-Barnett; Hasler-Tel Co. It lost: Housatonic Valley Tourism Commission.

Billings breakdown: Newspapers 8%, magazines 21%, medical journals 18%, supplements 13%, radio 13%, business papers 11%, direct mail 3.

Top execs: Directors—Allen Flouton, president; Ham Mattoon, exec vp; Frank Kemp; Constance McManus; Ella Flouton, secretary. Employes: 6.

Phone: (203) 426-1402. ☑

Marketing Resources, Lenexa, Kan., reported gross income of $1,650,000 in 1985 on billings of $11,000,000. In 1984, it reported gross income of $1,095,000 on billings of $7,300,000.

In 1985, it had net income of $250,000, compared with $164,250 in 1984.

The agency's 1985 U.S. volume consisted of $2,741,700 in media, $2,588,800 in materials and services and $5,669,500 in capitalized fees. Its 1984 U.S. volume consisted of $1,779,000 in media, $1,185,500 in materials and services and $4,335,500 in capitalized fees.

In 1985, the agency gained: Kenworth Truck Co.; Ebonite Intl, bowling balls; Molla, leisure furniture; Brauer Bros. Mfg Co., holsters and gun cases.

Billings breakdown: Newspapers 9%, magazines 5%, radio 6%, spot tv 6%, outdoor 2%, business papers 9%, point of sale 4%, Yellow Pages 2%, direct mail 32%, catalogs/collateral 7%, other 18%.

Top execs: Frank G. Weyforth, chmn,president; Tom Hyder, exec vp; Holly Moore, vp-acct service; Alan Hunsaker, Ken Karnstedt, senior vps-acct supers. Vps—Terry Burnside, creative director; Ann Lotko, media director; Susan Perrin, prod director; Robert Nederman, merch; Robert Higney, mktg director; Lori Hisle, controller. Tom Brick, acct super. Employes: 63.

Phone: (913) 492-9494.

Marketing Support, Chicago, reported gross income of $3,383,234 in 1985 on billings of $30,397,854. In 1984, it reported gross income of $3,382,388 on billings of $21,577,882.

The agency's 1985 U.S. volume consisted of $1,997,581 in media, $3,206,009 in materials and services and $25,194,264 in capitalized fees. Its 1984 U.S. volume consisted of $2,712,176 in media, $3,460,741 in materials and services and $15,404,905 in capitalized fees.

In 1985, the agency gained: Alpina/Castor, chain saws; Bird Inc., vinyl siding; Intermatic, timers; Fedders, room air conditioners; Connor, kitchen cabinets; Emerson Builder, prods div; Kanaflex Corp; Natl Bedding Retail Selling Event. It lost: Racine Industries; American Lock.

Billings breakdown: Newspapers 13%, magazines 11%, supplements 4%, radio 11%, network tv 11%, spot tv 13%, outdoor 2%, business papers 13%, point of sale 13%, Yellow Pages 1%, direct mail 3%, catalogs 4%, telemarketing 1%.

Top execs: David L. Weiner, president; Kenneth M. Chakiris, exec vp. Employes: 48.

Phone: (312) 565-0044. ☑

Marquardt & Roche, Stamford, Conn., reported gross income of $2,431,322 in 1985 on billings of $17,760,946. In 1984, it reported gross income of $2,307,796 on billings of $16,830,768.

The agency's 1985 U.S. volume consisted of $2,566,656 in media, $2,497,712 in materials and services and $12,696,578 in capitalized fees. Its 1984 U.S. volume consisted of $2,461,343 in media, $2,065,397 in materials and services and $12,304,028 in capitalized fees.

Included in the agency's figures were returns from its public relations office.

In 1985, the agency gained: ICL North America; Physicians Health Services.

Billings breakdown: Newspapers 15%, magazines 7%, radio 15%, spot tv 10%, cable tv 2%, business papers 26%, direct mail 10%, pr, collateral 15%.

Top execs: James Marquardt, president; Edwin Roche, exec vp. Employes: 45.

Phone: (203) 327-0890. ☑

Martin Agency, Richmond, Va., reported gross income of $7,813,712 in 1985 on billings of $52,104,522. In 1984, it reported gross income of $6,700,000 on billings of $44,700,000. In 1985, it had net income of $252,610, compared with $338,000 in 1984.

The agency's 1985 U.S. volume consisted of $21,642,817 in media, $4,213,187 in materials and services and $26,248,518 in capitalized fees. Its 1984 U.S. volume consisted of $22,200,000 in media, $6,000,000 in materials and services and $16,500,000 in capitalized fees.

Included in the agency's figures were returns from its offices in Virginia Beach and Jacksonville, Fla.

In 1985, the agency gained: Union Trust Bancorp; Pet Foods; Life of Va; Palm Beach Tourism; Bunker Hill; Nixdorf Computers.

Billings breakdown: Newspapers 16%, magazines 39%, radio 20%, spot tv 21%, outdoor 4%.

Top execs: David N. Martin, chmn; Harry M. Jacobs, Jr., vice chmn; Donald R. Just, president; James R. Hughes, Jr., exec vp. Senior vps—John B. Adams, Jr., acct mgmt; Stephen H. Martin, mktg services; Ralph L. Thompson, finance. Employes: 124 in 3 offices.

Phone: (804) 254-3400. ☑

Martin-Williams, Minneapolis, reported gross income of $6,125,000 in 1985 on billings of $54,666,000. In 1984, it reported gross income of $5,266,000 on billings of $45,103,000.

The agency's 1985 U.S. volume consisted of $19,761,000 in media, $4,150,000 in materials and services and $30,755,000 in capitalized fees. Its 1984 U.S. volume consisted of $17,028,000 in media, $3,763,000 in materials and services and $24,312,000 in capitalized fees.

In 1985, the agency gained: Ciba-Geigy, agricultural prods; Abbott-Northwestern Hospitals, LifeSpan; HealthLink Hospitals; Washington Square Advisors; 3M, household prods div; Marigold Foods; WLTE-FM; IDS/American Express; Harold's, specialty store. It lost: Donaldson's Dept Stores; Fairview Hospitals; 3M, OH&SP; 3M, Scientific Anglers; LaRosa Pasta prods.

Billings breakdown: Newspapers 9.3%, magazines 10.9%, radio 3.1%, network tv 21.7%, spot tv 22.1%, outdoor 5.6%, business publications 21.9%, farm publications 5.4%.

Top execs: David Floren, president; Tom Weyl, exec vp, creative director. Employes: 84.

Phone: (612) 340-0800.

Mason & Madison, New Haven, Conn., had estimated gross income of $1,830,000 in 1985 on billings of $12,200,000. In 1984, it had estimated gross income of $1,665,000 on billings

Top agencies' media billings as % of Ad Age 500

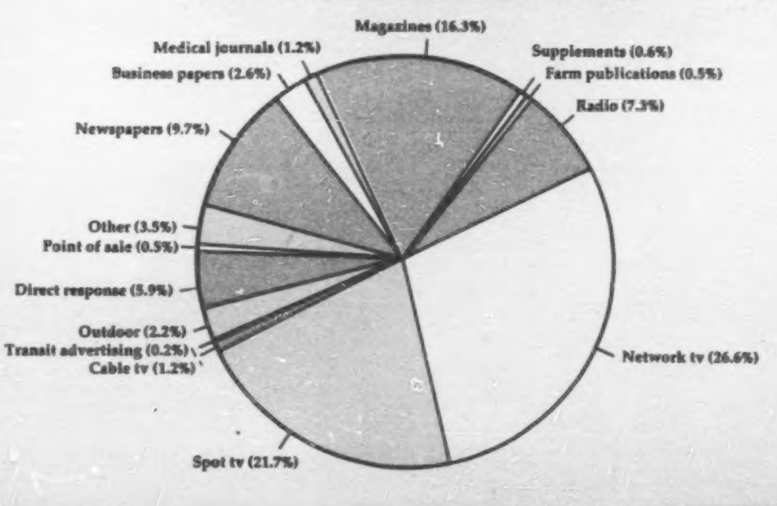
Media	Top 25 agencies					Top 100 agencies					Top 500 agencies		
	U.S. billings		%	$ as % of top 500 U.S. billings		U.S. billings		%	$ as % of top 500 U.S. billings		U.S. billings		%
	1985	1984	chng.	1985	1984	1985	1984	chng.	1985	1984	1985	1984	chng.
Newspapers	$1,659.2	$1,529.0	8.5	48.1	50.9	$2,243.7	$2,067.4	8.5	65.0	68.8	$3,451.8	$3,006.7	14.8
Business papers	225.6	210.2	7.3	24.8	26.1	336.8	306.7	9.8	37.1	38.2	908.2	804.0	13.0
Medical journals	131.9	87.1	51.4	32.2	28.0	136.0	87.1	56.1	33.2	28.0	409.5	311.6	31.4
Magazines	3,257.5	2,836.9	14.8	56.2	58.2	4,321.8	3,700.0	16.8	74.6	75.9	5,794.7	4,877.2	18.8
Supplements	132.5	96.2	37.8	59.8	52.3	161.7	128.0	26.3	72.9	69.6	221.7	183.9	20.6
Farm publications	66.0	64.6	2.1	40.9	41.0	71.2	66.8	6.6	44.1	42.3	161.5	157.8	2.3
Radio	1,193.9	948.5	25.9	46.4	46.9	1,641.2	1,294.7	26.8	63.8	64.0	2,572.2	2,022.6	27.2
Network tv	7,485.6	7,025.2	6.6	79.3	82.1	8,720.6	8,001.7	9.0	92.4	93.6	9,439.0	8,551.8	10.4
Spot tv	4,397.5	3,701.5	18.8	57.0	58.7	5,825.0	4,898.7	18.9	75.5	77.7	7,710.2	6,301.2	22.4
Cable tv	270.3	181.8	48.7	65.2	68.5	344.2	223.8	53.8	83.0	84.4	414.8	265.3	56.4
Transit advertising	8.0	12.0	(32.9)	12.4	20.8	35.2	39.6	(11.1)	54.4	68.8	64.7	57.5	12.5
Outdoor	443.1	464.9	(4.7)	56.6	62.4	584.2	600.7	(2.8)	74.6	80.6	783.3	745.7	5.0
Direct response*	825.9	507.0	62.9	39.6	38.3	1,197.7	734.5	63.1	57.5	55.5	2,084.3	1,323.3	57.5
Point of sale	57.8	26.7	116.8	31.8	19.8	81.7	58.7	39.1	45.0	43.6	181.5	134.6	34.8
Other	738.0	511.7	44.2	59.0	53.7	816.2	617.1	32.3	65.2	64.8	1,251.8	952.5	31.4
TOTALS	20,892.7	18,203.2	14.8	58.9	61.3	26,517.3	22,825.6	16.2	74.8	76.9	35,449.1	29,695.7	19.4

NOTE: Dollar figures in millions

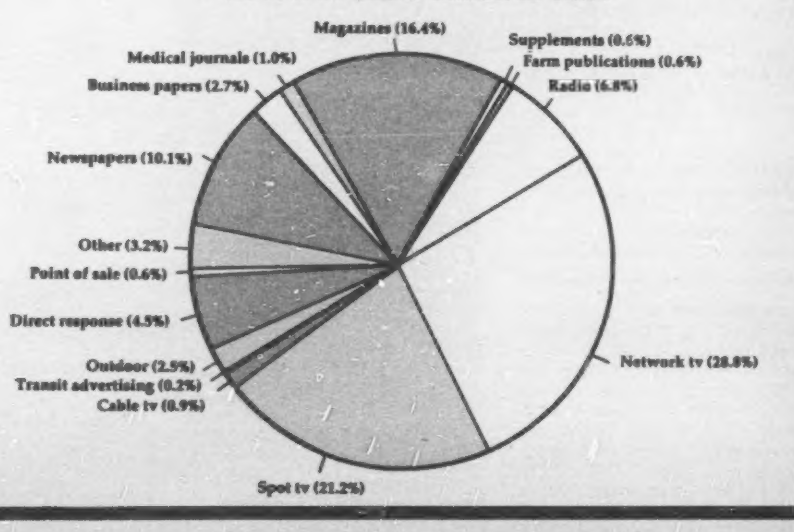
* Direct response includes Yellow Pages, direct mail, catalogs, direct response tv, direct response radio, direct response newspaper, direct response magazine, telemarketing and free-standing inserts.

Media totals for agency subsidiaries are not included in parent totals if subsidiaries are broken out in separate profiles in this issue.

Top 500 agencies' U.S. media billings as a % of $35.5 billion total in 1985



Top 500 agencies' U.S. media billings as a % of $29.7 billion in 1984



of $11,100,000.

Included in the agency's figures were returns from subsidiary:
- Coates Public Relations

The agency also includes its Stamford, Conn., office in its totals.

In 1985, the agency gained: Community Health Care Plan; KC-101 radio; Hi G, Military specification relays; MetLife Capital Credit Corp; Advocate Newspapers. It lost: Airpax, relays and components.

Billings breakdown: Newspapers 25%, magazines 38%, supplements 1%, radio 11%, network tv 5%, spot tv 6%, outdoor 2%, business papers 4%, transit advertising 1%, direct mail 7%.

Top execs: Charles Mason, president-ceo; Russ Madison, exec vp, creative director. Senior vps—Harry Viens, director acct services; Randall Coates, exec director, Coates Public Relations. Mark Vogt, vp-assoc creative director. Employes: 33 in 2 offices.

Phone: (203) 393-1101.

Jack Mathis Advertising, Libertyville, Ill., reported gross income of $195,213 in 1985 on billings of $1,301,916. In 1984, it reported gross income of $201,895 on billings of $1,346,354.

The agency's 1985 U.S. volume consisted of $452,919 in media, $101,817 in materials and services and $747,180 in capitalized fees. Its 1984 U.S. volume consisted of $461,114 in media, $104,783 in materials and services and $780,457 in capitalized fees.

Billings breakdown: Business papers 32%, direct mail 17%, direct response magazines 2%, literature, brochures 49%.

Top execs: Jack Mathis, president; Dene Hoffman, exec vp. Employes: 3.

Phone: (312) 367-1826.

J.D. Mathis & Co., Baltimore, reported gross income of $846,500 in 1985 on billings of $6,247,000. In 1984, it reported gross income of $531,250 on billings of $3,840,700.

The agency's 1985 U.S. volume consisted of $3,244,100 in media, $868,500 in materials and services and $2,134,400 in capitalized fees. Its 1984 U.S. volume consisted of $1,800,000 in media, $640,000 in materials and services and $1,400,700 in capitalized fees.

In 1985, the agency gained: Joe Curran For Attorney General; ManTech Mathetics; ManTech Services Corp; SCF; SEED Software; Wye Group. It lost: MUSE Software.

Billings breakdown: Newspapers 17%, magazines 25%, radio 10%, spot tv 40%, outdoor 2%, business papers 3%, point of sale 1%, direct mail 2%.

Top execs: James D. Mathis, president-ceo; Stevens D. Cline, senior vp, acct services.

Employes: 12.

Phone: (301) 837-7171. ☑

May/Partners, Seattle, had estimated gross income of $563,000 in 1985 on billings of $3,750,000. In 1984, it had estimated gross income of $405,000 on billings of $2,700,000. The agency did not provide a volume breakout.

In 1985, the agency gained: Domino's Pizza (Northwest region); Southcenter Shopping Mall; Tacoma Stars Indoor Soccer; Telepage Northwest. It lost: Crowne Plaza Hotel (Seattle); EMF Corp.

Billings breakdown: Newspapers 28%, magazines 10%, supplements 5%, radio 27%, spot tv 22%, cable tv 1%, outdoor 1%, business papers 5%, transit advertising 1%.

Top execs: D. Ryan Hixenbaugh, president; Edmund F. Joella, vp; William C. Gohde, creative director; Jan Niendorf, media director. Employes: 16.

Phone: (206) 624-7870.

Quirks and quakes

Louis R. Wasey left college to work at the 1904 World's Fair in St. Louis with the idea to operate a hotel arrival service. The plan worked and through a series of cultivated acts he ended up at agency Lord & Thomas, where he met W.T. Jefferson and C.R. Erwin. Wasey & Jefferson was founded out of that friendship in 1914 in Chicago. Later the agency became Erwin, Wasey & Jefferson when Mr. Erwin came aboard, and was shortened several years later when Mr. Jefferson left. Building itself into the 73rd largest agency 10 years ago, Erwin, Wasey & Co. merged with SSC&B in 1979 just prior to Interpublic Group of Cos.' buyout of SSC&B.

McCaffery & Ratner, New York, reported gross income of $3,540,000 in 1985 on billings of $23,400,000. In 1984, it reported gross income of $2,517,000 on billings of $18,168,000.

The agency's 1985 U.S. volume consisted of $15,600,000 in media, $2,797,500 in materials and services and $5,002,500 in capitalized fees. Its 1984 U.S. volume consisted of $11,500,000 in media, $3,000,000 in materials and services and $3,668,000 in capitalized fees.

In 1985, the agency gained: Vipont Labs, Viadent toothpaste; Ann Klein II, fragrances and cosmetics; ISI, publications and information services.

Billings breakdown: Newspapers 22%, magazines 32%, supplements 1%, radio 11%, network tv 2%, spot tv 16%, outdoor 3%, business papers 3%, point of sale 3%, direct mail 3%, catalogs 2%.

Top execs: Samuel I. Ratner, chmn; William McCaffery, president. Senior vps—Sheila McCaffery, art; Jay Cheek, copy. Suzanne Altfeld, group vp, copy. Employes: 36.

Phone: (212) 661-8940.

McCarron, Kane, Ross & Tanzmann, Pasadena, Cal., had estimated gross income of $770,000 in 1985 on billings of $5,126,578. In 1984, it had estimated gross income of $585,000 on billings of $3,896,598.

The agency did not break out its volume.

Billings breakdown: Business papers 60%, collateral 40%.

Top execs: Raymond E. McCaroon, president; Paul Kane, art director; James-Ross, acct services; Richard Tanzmann, creative director. Employes: 12.

Phone: (818) 578-1211.

McDougall Associates, Peabody, Mass., reported gross income of $1,372,100 in 1985 on billings of $9,548,700. In 1984, it reported gross income of $1,139,400 on billings of $8,311,900.

The agency's 1985 U.S. volume consisted of $1,454,900 in media, $689,400 in materials and services and $7,404,400 in capitalized fees. Its 1984 U.S. volume consisted of $1,441,700 in media, $562,400 in materials and services and $6,307,800 in capitalized fees.

In 1985, the agency gained: ITS Inhalation Therapy; Lowell Systems; IRA Oldsmobile; Watts Regulator.

Billings breakdown: Newspapers 30%, magazines 40%, radio 20%, spot tv 5%, outdoor 5%.

Top execs: Michael McDougall, chmn; Daniel McDougall, president; Philip Hureau, treasurer. Employes: 37.

Phone: (617) 532-6500. ☑

McFarland & Drier, Miami, had estimated gross income of $3,915,000 in 1985 on billings of $26,100,000. In 1984, it had estimated gross income of $3,000,000 on billings of $20,000,000.

The agency did not provide volume breakouts.

In 1985, the agency gained: Westinghouse Electric Corp, Coral Ridge Properties div; Courtelis Co., Fall's Shopping Mall; Greater Miami Convention & Visitors Bureau; Metro-Dade Transportation Admin; Florida East Coast Properties, Venetia div. It lost: Sheraton Bell Harbour/Palm Coast.

Billings breakdown: Newspapers 20%, magazines 5%, radio 10%, network and spot tv 50%, outdoor 2%, direct mail 5%, other 8%.

Top execs: William E. Drier, president; William C. McFarland, secretary, treasurer; John Nuccio, Gerri Donnelly, Arthur Foster, Dan Bennett, Dave Romano, vps. Employes: 33.

Phone: (305) 858-6757.

McFarland Group, Elm Grove, Wis., reported gross income of $61,000 in 1985 on billings of $6,567,950. In 1984, it reported gross income of $735,000 on billings of $5,834,500.

In 1985, it had net income of $61,000, compared with $58,800 in 1984.

The agency's 1985 U.S. volume consisted of $2,500,000 in media, $1,500,000 in materials and services and $2,567,950 in capitalized fees. Its 1984 U.S. volume consisted of $2,000,000 in media, $1,500,000 in materials and services and $2,334,500 in capitalized fees.

The agency did not consolidate McFarland Group Plus.

In 1985, the agency gained: Kuhn S.A. Savern France; Gielow's Lawn & Garden; New Esch OPE; Western Devel Corp; Greenfield Fashion Center; Brookfield Fashion Center. It lost: Greysoft.

Billings breakdown: Newspapers 15%, magazines 15%, radio 15%, spot tv 25%, business papers 5%, farm publications 15%, direct mail 5%, catalogs 5%.

Top execs: Mike McFarland, president; Byron Foster, senior vp; Jan Penlesky, media, admin vp. Employes: 14.

Phone: (414) 786-5891. ☑

Robert McKim & Co., Los Angeles, reported gross income of $655,000 in 1985 on billings of $5,951,500. In 1984, it reported gross income of $365,900 on billings of $4,730,000.

The agency's 1985 U.S. volume consisted of $1,550,000 in media, $1,400,000 in materials and services and $3,001,500 in capitalized fees. Its 1984 U.S. volume consisted of $776,000 in media, $1,286,000 in materials and services and $2,668,000 in capitalized fees.

In 1985, the agency gained: Watt Industries; Allegretti & Co.; Metmor; Pacific Financial Cos. It lost: Allegretti & Co.

Billings breakdown: Newspapers 15%, magazines 15%, network tv 16%, spot tv 10%, outdoor 7%, business papers 15%, point of sale 5%, Yellow Pages 3%, direct mail 5%, catalogs 7%, free-standing inserts 2%.

Top exec: Evelyn Schlaphoff, vp. Employes: 20.

Phone: (213) 382-2358.

McKinney Inc., Philadelphia, reported gross income of $3,977,000 in 1985 on billings of $26,389,000. In 1984, it reported gross income of $5,547,738 on billings of $38,769,000.

The agency's 1985 U.S. volume consisted of $6,161,000 in media, $2,172,000 in materials and services and $18,056,000 in capitalized fees. Its 1984 U.S. volume consisted of $8,984,000 in media, $3,773,000 in materials and services and $26,012,000 in capitalized fees.

Included in the agency's figures were returns from its offices:
- McKinney/Midatlantic, Philadelphia
- McKinney Great Lakes, Cleveland
- McKinney/Mid America, Chicago
- McKinney Public Relations, Philadelphia
- McKinney/New England, Boston
- McKinney/Gulf Coast, Houston

The agency did not consolidate Matrix Intl, inquiry mgmt services.

In 1985, the agency gained: North American Refractories; Zaytran; Health Corp of Ohio; West Midlands Industrial Devel Assn. It lost: Flambeau prods; Magnetrol; Rollins Terminals; Gilbert/Commonwealth.

Billings breakdown: Newspapers 3%, magazines 1%, radio 2%, business papers 88%, Yellow Pages 1%, direct mail 5%.

Top execs: George G. Thompson, chmn; Frank W. Callahan, president. Employes: 76 in 3 offices.

Phone: (215) 751-9611.

McKone & Co., Fort Worth, Tex., had estimated gross income of $2,540,000 in 1985 on billings of $16,934,000.

The agency did not provide figures for 1984.

In 1985, the agency gained: Aero Spatiale General Aviation; Turbomeca; Loboflor; Wing Industries; V.T. Industries; Krestmark.

Billings breakdown: Radio and spot tv 20%, business papers 80%.

Top execs: Peter McKone, president. Vps—George Puskar, media; Paul Rafferty, pr; Steve Maxfield, creative; Jerry Gladysz, Bob Kowynia, acct supers. Employes: 62.

Phone: (214) 594-7001.

McLean-Stewart Advertising, San Mateo, Cal., reported gross income of $1,500,000 in 1985 on billings of $10,000,000. In 1984, it reported gross income of $1,335,000 on billings of $8,900,000.

McLean-Stewart merged with Wenger Associates during 1985.

The agency's 1985 U.S. volume consisted of $5,300,000 in media, $4,300,000 in materials and services and $400,000 in capitalized fees. Its 1984 U.S. volume consisted of $4,900,000 in media and $4,000,000 in materials and services.

In 1985, the agency gained: Bay City Flowers; SamTrans; California Collectibles; Smiths Mens Stores; S.F. Prevention Project. It lost: Verilink; Microbot; Ergo Systems.

Billings breakdown: Newspapers 10%, magazines 10%, radio 15%, spot tv 45%, outdoor 5%, Yellow Pages 10%, direct mail 5%.

Top execs: Presidents—R.A. "Sandy" McLean Jr., MSA/WA; Lee Wenger, Wenger Associates. William Stewart Hart, chmn, MSA/WA. Employes: 19 in 2 offices.

Phone: (415) 570-5888. ☑

M.E.D. Communications, Woodbridge, N.J., reported gross income of $6,300,000 in 1985 on billings of $54,821,000. In 1984, it reported gross income of $5,865,000 on billings of $50,119,000.

The agency's 1985 U.S. volume consisted of $7,500,000 in media, $5,300,000 in materials and services and $42,021,000 in capitalized fees. Its 1984 U.S. volume consisted of $6,000,000 in media, $5,000,000 in materials and services and $39,119,000 in capitalized fees.

In 1985, the agency gained: Sandoz Pharmeuticals, Parlodel, Zaditen; Forest Pharmaceuticals, analgesics; Berlex Laboratories, antiarrhythmics.

Billings breakdown: Medical journals 20%, supplements 25%, direct mail 5%, other 50%.

Top execs: Robert Portman, president; David I. Portman, exec vp. Senior vps—Tom Rosenwald, director client services; Fanita Taskier, scientific services; Skip Hurley, co-creative director; Ed Cohen, creative director. Employes: 93.

Phone: (201) 636-6600.

Melgar Nordlinger Inc., New York, had estimated gross income of $247,700, of which $54,700 was non-U.S. contribututions, in 1985 on billings of $1,652,140. In 1984, it had estimated gross income of $320,015, of which $30,015 was non-U.S. contributions, on billings of $2,135,500.

The agency's 1985 U.S. volume of $1,286,960 consisted of $460,000 in media, $240,000 in materials and services and $586,960 in capitalized fees. Its 1984 U.S. volume of $1,935,400 consisted of $750,000 in media, $380,000 in materials and services and $800,000 in capitalized fees.

The agency opened an office in North Miami Beach, Fla., on March 5 of this year.

In 1985, the agency gained: Dalico, clocks; Ultra Optix; Creative Optix; Millennium, shower telephones; LSI, track lights. It lost: Zelco, small appliances, "The itty bitty book light"; Maxim, kitchen appliances; Wonder, flashlights and batteries.

Billings breakdown: Magazines 85%, radio 5%, point of sale 10%.

Top execs: Mildred Nordlinger, president; Fabian Melgar, vp-creative director. Employes: 22 in 2 offices.

Phone: (212) 686-4430.

Menaker & Paul, Chicago, reported gross income of $865,000 in 1985 on billings of $5,834,900. In 1984, it reported gross income of $856,335 on billings of $5,641,500.

In 1985, it had net income of $217,000, compared with $214,000 in 1984.

The agency's 1985 U.S. volume consisted of $2,300,000 in media, $400,000 in materials and services and $3,134,900 in capitalized fees. Its 1984 U.S. volume consisted of $2,250,000 in media, $390,000 in materials and services and $3,001,500 in capitalized fees.

In 1985, the agency gained: Canteen Corp; Keebler Co., new prods; Sara Lee Corp.

Billings breakdown: Newspapers 15%, magazines 35%, supplements 2%, radio 8%, spot tv 20%, cable tv 2%, outdoor 3%, business papers 10%, transit advertising 5%.

Top execs: Warren M. Menaker, president; William W. Paul, exec creative director. Employes: 10.

Phone: (312) 266-1177. ☑

Messer & Susslin & Others, Pearl River, N.Y., had estimated gross income of $300,000 in 1985 on billings of $2,000,000. In 1984, it had estimated gross income of $263,000 on billings of $1,750,000.

In 1985, the agency gained: Plus USA Corp; Reactive Systems Corp, Q System; Tele Vue Corp; Memron.

Billings breakdown: Newspapers 30%, magazines 35%, medical journals 5%, radio 20%, cable tv 10%, point of sale 5%, catalogs 5%.

Top execs: Daniel W. Susslin, president; Kristine Rice, vp; Warren Hafer, copy director; Rita Sherry, media director; Eileen McLaughlin, art director. Employes: 9.

Phone: (914) 735-3030.

R.L. Meyer Advertising, Milwaukee, reported gross income of $953,089 in 1985 on billings of $5,788,759. In 1984, it reported gross income of $1,081,554 on billings of $8,365,533.

In 1985, it had net income of $54,525, compared with a net loss of $79,034 in 1984.

The agency's 1985 U.S. volume consisted of $2,212,806 in media, $864,092 in materials and services and $2,711,861 in capitalized fees. Its 1984 U.S. volume consisted of $5,175,862 in media, $613,664 in materials and services and $2,576,007 in capitalized fees.

In 1985, the agency gained: Blood Center of Southeastern Wis.; Dominick's Fine Foods; First Financial Savings. It lost: WVTV-TV.

Billings breakdown: Newspapers 4%, magazines 2%, radio 24%, spot tv 34%, direct response 36%.

Top exec: Robert L. Meyer, president.

Employes: 16.

Phone: (414) 933-3344. ☑

Milici Valenti Smith Park Advertising, Honolulu, a subsidiary of Doyle Dane Bernbach Group, reported gross income of $3,526,614 in 1985 on billings of $23,511,936. In 1984, it reported gross income of $2,509,742 on billings of $16,732,450. The agency was formerly Milici/Valenti Advertising.

The agency's 1985 U.S. volume consisted of $12,726,803 in media, $9,080,181 in materials and services and $1,704,952 in capitalized fees. Its 1984 U.S. volume consisted of $9,271,704 in media, $6,516,212 in materials and services and $944,534 in capitalized fees.

In 1985, the agency gained: Western Ilikai Hotel; Marine Culture Enterprise. It lost: Pizza Hut (Hawaii); Hawaiian Electric; First Interstate Bank; Mid Pacific Airlines.

Billings breakdown: Newspapers 25%, magazines 14%, radio 12%, spot tv 35%, business papers 13%, stadium sign 1%.

Top exec: Frank Valenti, president. Employes: 73.

Phone: (808) 536-0881.

Miller Advertising, New York, reported gross income of $8,000,000 in 1985 on billings of $48,700,000. In 1984, it reported gross income of $6,000,000 on billings of $39,200,000.

The agency's 1985 U.S. volume consisted of $43,000,000 in media, $700,000 in materials and services and $5,000,000 in capitalized fees. Its 1984 U.S. volume consisted of $34,000,000 in media, $500,000 in materials and services and $4,700,000 in capitalized fees.

Included in the agency's figures were returns from its offices in Needham, Mass., and Hempstead, N.Y.

Billings breakdown: Newspapers 60%, magazines 4%, radio 15%, spot and cable tv 15%, outdoor 2%, business papers 2%, transit advertising 2%.

Top execs: Leonard J. Miller, chmn; Robert Miller, president. Employes: 120 in 3 offices.

Phone: (212) 929-2200. ☑

Miller-Reid, Chattanooga, had estimated gross income of $4,800,000 in 1985 on billings of $32,000,000. In 1984, it had estimated gross income of $3,900,000 on billings of $26,000,000.

The agency did not provide volume breakout. Included in the agency's figures were returns from its offices in Atlanta, Baton Rouge, Dallas, Denver, Houston, Orlando and Phoenix.

Billings breakdown: Newspapers 10%, magazines 5%, radio 15%, spot tv 60%, outdoor 5%, other 5%.

Top execs: W. Kent Keasler, president; Ken Work, exec vp; Tom Rudy, James O. Kennedy, Steve Bennett, Teresa Fey, vps; George Jackson, controller, treasurer. Employes: 67 in 8 offices.

Phone: (615) 756-2131.

William Mills, Advertising & Marketing, Atlanta, reported gross income of $532,056 in 1985 on billings of $2,499,710. In 1984, it reported gross income of $418,022 on billings of $1,988,073.

The agency's 1985 U.S. volume consisted of estimated $581,226 in media, $827,272 in materials and services and $1,091,212 in capitalized fees. Its 1984 U.S. volume consisted of $296,544 in media, $630,999 in materials and services and $1,060,530 in capitalized fees.

In 1985, the agency gained: Steinman & Co.; Check Printers; Label America; Supermarket Radio. It lost: First Nationwide Network.

Billings breakdown: Newspapers 5%, magazines 65%, radio 5%, business papers 10%, Yellow Pages 5%, direct mail 10%.

Top execs: William E. Mills Jr., president; Eloise B. Mills, corp secretary, media director; Herb Morgan, exec art director. Employes: 12.

Phone: (404) 261-4900. ☑

Mills Hall Walborn & Associates, Cleveland, reported gross income of $1,375,000 in 1985 on billings of $14,500,000. In 1984, it reported gross income of $1,240,000 on billings of $13,200,000.

In 1985, it had net income of $60,000, compared with $48,000 in 1984.

The agency's 1985 U.S. volume consisted of $8,465,000 in media, $2,200,000 in materials and services and $3,835,000 in capitalized fees. Its 1984 U.S. volume consisted of $8,400,000 in media, $1,800,000 in materials and services and $3,000,000 in capitalized fees.

The agency did not consolidate subsidiary:

- Captive Audience TV, closed circuit tv systems

In 1985, the agency gained: Peoples Savings & Loan Assn; WQAL; Darien Lake, theme park; Commerce Exchange Bank.

Billings breakdown: Newspapers 37%, radio 17%, spot tv 35%, cable tv 1%, outdoor 4%, business papers 1%, transit advertising 1%, direct mail 1%, direct response tv 1%, direct response radio 1%, telemarketing 1%.

Top execs: Bruce C. Walborn, ceo; Michael A. Mooney, president; Alfred J. Hall, exec vp. Employes: 25.

Phone: (216) 464-7500. ☑

Quirks and quakes

Poised on the brink of growth and change was the small agency, MacManus, John & Adams, appearing on the agency income chart in 1976. In 1934, Theodore F. MacManus initiated what was to be a half century of agency mergers in forming a partnership with Waldermar Alfred Paul (W.A.P.) John and James Randolph Adams. The agency metamorphosed into D'Arcy-MacManus & Masius following several mergers. And although Mr. MacManus died in 1939, his name remained on the agency door until its most recent merger with Benton & Bowles last summer and the adoption of the name, D'Arcy Masius Benton & Bowles.

Mills Marketing, Rancho Dominquez, Cal., reported gross income of $185,000 in 1985 on billings of $1,250,250. In 1984, it reported gross income of $185,000 on billings of $1,300,250.

The agency's 1985 U.S. volume consisted of $850,000 in media, $350,000 in materials and services and $50,250 in capitalized fees. Its 1984 U.S. volume consisted of $1,000,000 in media, $250,000 in materials and services and $50,250 in capitalized fees.

Billings breakdown: Newspapers 15%, magazines 65%, business papers 15%, direct mail 5%.

Top exec: Ezra Millstein, president. Employes: 4.

Phone: (213) 604-0777.

Mintz & Hoke, Avon, Conn., reported gross income of $4,425,000 in 1985 on billings of $29,500,000. In 1984, it reported gross income of $4,104,377 on billings of $27,362,513.

The agency's 1985 U.S. volume consisted of $1,016,000 in media, $58,000 in materials and services and $28,426,000 in capitalized fees. Its 1984 U.S. volume consisted of $733,960 in media, $30,973 in materials and services and $26,597,580 in capitalized fees.

In 1985, the agency gained: General Electric, construction equipment business operations; ConnectiCare HMO; Springfield Institution for Savings; Connecticut Honda Dealers, media buying; WHCT-Channel 18. It Lost: Otis Elevator, pr; Diamond Sales Co., Card Gallery.

Billings breakdown: Newspapers 13%, magazines 7%, radio 15%, spot tv 30%, cable tv 3%, outdoor 1%, business papers 26%, transit advertising 1%, point of sale 1%, Yellow Pages 1%, direct mail 1%, free-standing inserts 1%.

Top execs: Joseph Hoke, president, creative director-ceo; Alan Mintz, chmn; Dale Kessel, exec vp, gm. Senior vps—Tim Adams, Stephen G. Sullivan, acct mgmt; Dik Haddad, assoc creative director; James C. Steuer, mktg. John F. Mennis, cfo. Employes: 90.

Phone: (203) 678-0473. ☑

Howard H. Monk & Associates, Rockford, Ill., reported gross income of $1,287,411 in 1985 on billings of $8,586,334. In 1984, it reported gross income of $958,702 on billings of $7,409,590.

The agency's 1985 U.S. volume consisted of $1,039,541 in media, $362,096 in materials and services and $7,184,697 in capitalized fees. Its 1984 U.S. volume consisted of $770,575 in media, $411,588 in materials and services and $6,227,427 in capitalized fees.

In 1985, the agency gained: Alpine Aviation; Anderson Packaging; Black Bros. Co.; Clinicare HMO; Clinton Electronics; Kysor of Byron; Rockford Automation; Rockford Memorial Hospital; Rockford Visitors & Convention Bureau; Wisconsin Knife Works; Versa/Tek, Milwaukee Cylinder div.

Billings breakdown: Newspapers 2%, magazines 80%, radio 5%, spot tv 5%, cable tv 2%, outdoor 3%, direct mail 3%.

Top execs: William C. Kirschner, chmn; E. Daniel Bors Jr., president; Robert J. Silletti, exec vp. Employes: 30.

Phone: (815) 964-4631.

More Direct, Minneapolis, reported gross income of $2,620,000 in 1985 on billings of $17,500,000. In 1984, it reported gross income of $2,400,000 on billings of $16,000,000.

In 1985, the agency gained: Automated Data Processing; ADP (Canada); Canon typewriters. It lost: Midwest Photo; Lennox; Corewall.

Billings breakdown: Direct marketing 100%.

Top execs: Mark Morris, president; Jesse Taggart, exec vp; Norman Dodd, Al Paulson, vps. Employes: 40.

Phone: (612) 872-1616. ☑

Morris Direct Marketing, New York, had estimated gross income of $55,000 in 1985 on billings of $362,060. In 1984, it reported gross income of $22,102 on billings of $147,420.

The agency's 1985 U.S. volume consisted of $30,559 in media, $37,201 in materials and services and $294,300 in capitalized fees. Its 1984 U.S. volume was all in capitalized fees.

In 1985, the agency gained: List Technology Systems Group; Ben Marketing; Women In Data Processing; American Mgmt Assn; Yourdon Software Engineering Corp. It lost: Polytechnic Institute of NY.

Billings breakdown: Newspapers 30%, magazines 40%, point of sale 10%, direct mail.

Top exec: Kenneth P. Morris, president. Employes: 2.

Phone: (914) 793-1724. ☑

Morrow Lewis & Kelley, New York, reported gross income of $275,000 in 1985 on billings of $1,600,000. In 1984, it reported gross income of $366,112 on billings of $1,500,000.

In 1985, it had net income of $44,000, compared with $60,169 in 1984.

The agency's 1985 U.S. volume consisted of $600,000 in media, $800,000 in materials and services and $200,000 in capitalized fees. Its 1984 U.S. volume consisted of $500,000 in media, $800,000 in materials and services and $200,000 in capitalized fees.

In 1985, the agency gained: Evan & Lewis Ltd. It lost: Barrie House Coffee Co.

Billings breakdown: Magazines 60%, radio 20%, business papers 10%, point of sale 10%.

Top execs: William Lewis, president; Carol Lewis, vp. Employes: 5.

Phone: (212) 245-7646.

Eric Mower & Associates, Syracuse, reported gross income of $9,308,505 in 1985 on billings of $54,372,110. In 1984, it reported gross income of $8,042,931 on billings of $50,167,984.

The agency's 1985 U.S. volume consisted of $16,381,137 in media, $12,509,078 in materials and services and $25,481,895 in capitalized fees. Its 1984 U.S. volume consisted of $15,872,231 in media, $11,120,318 in materials and services and $23,175,435 in capitalized fees.

Included in the agency's figures were returns from its office in New York City.

In 1985, the agency gained: ALCOA, wire, rob and bar div; Applied Research Laboratories; Dierckx Equipment Corp; Family Media, *World Tennis* magazine; Haviland & Co.; Imagination Inc., children's apparel; Lord West Formal Wear; Oomphies; F.X. Matt Brewing Co.; The Pyramid Cos.; McKenzie's frozen foods; Salada foods; Jack Nicklaus, sportswear; Sante Vineyards. It lost: Christian Dior for men; Syracuse Newspapers; Foot-Joy; Great Vintners; Albert Nipon; Slazengers.

Billings breakdown: Newspapers 14%, magazines 37%, radio 9%, network tv 7%, spot tv 17%, outdoor 1%, point of sale 3%, direct mail 10%, collateral 2%.

Top execs: Eric Mower, chmn-ceo. Senior vps—Francis T. Nichols, cfo; Deborah Subbarao, operations; Jay Quinn, client services. Employes: 150 in 2 offices.

Phone: (315) 472-4703. ☑

MRI Advertising Agency, Bala Cywnyd, Pa., formerly Mel Richman Inc., reported gross income of $4,250,000 in 1985 on billings of $28,500,000. In 1984, it reported gross income of $3,750,000 on billings of $25,000,000.

The agency's 1985 U.S. volume consisted of $13,000,000 in media, $5,500,000 in materials and services and $10,000,000 in capitalized fees. Its 1984 U.S. volume consisted of $12,000,000 in media, $5,000,000 in materials and services and $8,000,000 in capitalized fees.

In 1985, the agency gained: Commonwealth Natl Bank; CDI Temporary Services; Our Lady of Lourdes Medical Center; Symtech; Diamond Mgmt Systems; Telebrokers; Fischer & Porter Projects; Hershey Park, creative. It lost: Valley Forge Military Academy.

Billings breakdown: Newspapers 20%, radio 25%, spot tv 25%, business papers 5%, other 25%.

Top execs: Henry J. Kozlowski, president. Exec vps—Richard Keith, creative director; Richard Booth, cfo. Senior vps—Frank Mercurio, mgmt super; William Graham, media services. Employes: 70 in 2 offices.

Phone: (215) 667-8900.

MSA Advertising, Philadelphia, reported gross income of $572,600 in 1985 on billings of $3,553,476. In 1984, it reported gross income of $504,150 on billings of $3,361,000.

In 1985, it had net income of $124,700, compared with $82,300 in 1984.

The agency's 1985 U.S. volume consisted of $2,080,500 in media, $320,400 in materials and services and $1,152,576 in capitalized fees. Its 1984 U.S. volume consisted of $1,830,500 in media, $301,219 in materials and services and $1,229,281 in capitalized fees.

In 1985, the agency gained: Sherwood Communications; Fischer Publishing; Fidelity Distributors.

Billings breakdown: Newspapers 17.6%, magazines 17.1%, radio 2.6%, business papers 35%, point of sale 2.8%, direct mail 24.9%.

Top exec: Michael Schwartz, president. Employes: 9.

Phone: (215) 546-8000.

MSSM, New York, reported gross income of $3,900,000 in 1985 on billings of $26,000,000. In 1984, it reported gross income of $3,300,000 on billings of $22,000,000.

In 1985, it had net income of $410,000, compared with $375,000 in 1984.

The agency's 1985 U.S. volume consisted of $23,000,000 in media and $3,000,000 in materials and services. Its 1984 U.S. volume consisted of $20,000,000 in media and $2,000,000 in materials and services.

The agency did not consolidate subsidiary:

- Fox/MSSM, direct response

In 1985, the agency gained: Solomon Equities, real estate; Albow Beach, hotel resort.

Billings breakdown: Newspapers 30%, magazines 30%, radio 10%, spot tv 20%, cable tv 2%, outdoor 1%, business papers 5%, transit advertising 2%.

Top execs: John C. Martin, president; Robert S. Sturtevant, Daniel Marshall, David Bannister, Robert Hildt, exec vps; Peter Kempson, senior vp. Employes: 35.

Phone: (212) 832-3750.

Mullen Advertising, Prides Crossing, Mass., reported gross income of $3,015,150 in 1985 on billings of $20,101,000. In 1984, it reported gross income of $2,250,100 on billings of $15,000,657.

The agency's 1985 U.S. volume consisted of $12,976,000 in media, $2,325,000 in materials and services and $4,800,000 in capitalized fees. Its 1984 U.S. volume consisted of $9,726,500 in media, $1,153,490 in materials and services and $4,120,667 in capitalized fees.

In 1985, the agency gained: Maserati Automobiles USA; Puma USA; Raben Publishing, *Ultrasport*, *Bicycling Guide*, *Walking* magazine; Javelin Software Corp; Near East Foods; U.S. Trust Co. It lost: Total Communications; New England Journal of Medicine; Interactive Data Corp.

Billings breakdown: Newspapers 10%, magazines 40%, supplements 10%, network tv 15%, cable tv 2%, outdoor 15%, farm publications 2%, point of sale 1%, catalogs 5%.

Top execs: James X. Mullen, president. Senior vps—Joseph M. Grimaldi, director client services; Paul Silverman, creative director; Steve Haesche, art director. Vps—Edward Boches, copy; John Doyle, senior art director; Ray V. Belles, acct director; Carin Warner, pr director; Jeanne Ridgway, finance. Employes: 40.

Phone: (617) 927-7222.

Muller Jordan Weiss, New York, reported gross income of $6,750,000, of which $175,000 was non-U.S. contribututions, in 1985 on billings of $44,982,500. In 1984, it reported gross income of $6,717,920, of which $216,016 was non-U.S. contributions, on billings of $43,644,846.

The agency's 1985 U.S. volume of 43,257,000 consisted of $29,337,000 in media, $6,500,000 in materials and services and $7,420,000 in capitalized fees. Its 1984 U.S. volume of $41,940,606 consisted of $28,113,280 in media, $6,466,848 in materials and services and $7,360,478 in capitalized fees.

Included in the agency's figures were returns from its office in St. Louis.

In 1985, the agency gained: Amalgamatee Bank of NY; Aamco Transmissions, NY metro dealers; Paramount Television. It lost overseas: Tuco Products, PAG Seeds (Canada).

Billings breakdown: Newspapers 3%, magazines 17%, radio 10, network tv 8%, spot tv 31%, outdoor 1%, business papers 12%, farm publications 11%, direct mail 3%, catalogs 4%.

Top execs: John T. Jordan, chmn-ceo; Jane Maas, president. Exec vps—Frank B. Muller, treasurer; Andrew M. Weiss. Employes: 107 in 3 offices.

Phone: (212) 399-2700.

S. Gunnar Myrbeck & Co., Norwell, Mass., had estimated gross income of $1,470,000 in 1985 on billings of $9,400,000. In 1984, it had estimated gross income of $1,210,000 on billings of $7,787,710.

The agency's 1985 U.S. volume consisted of $1,400,000 in media, $2,000,000 in materials and services and $6,000,000 in capitalized fees. Its 1984 U.S. volume consisted of $1,236,000 in media, $1,776,000 in materials and services and $4,775,710 in capitalized fees.

In 1985, the agency gained: Boston Whaler, work boats for commercial use; Avedis Zildjian Co., cymbals; Biltrite Corp, rubber and shoe prods. It lost: United Electric Controls Co.

Billings breakdown: Newspapers 10%, magazines 70%, radio 10%, outdoor 5%, transit advertising 5%.

Top execs: S. Gunnar Myhrbeck, chmn; Robert H. Brandt, president; Aristides Viegas, vice chmn; Betty C. Georgaklis, asst treasurer. Employes: 25.

Phone: (617) 871-2730.

Frank C. Naheer Inc., Chicago, reported gross income of $2,335,944 in 1985 on billings of $17,309,686. In 1984, it reported gross income of $2,228,923 on billings of $17,459,355.

The agency's 1985 U.S. volume consisted of $10,442,692 in media, $1,612,082 in materials and services and $5,254,912 in capitalized fees. Its 1984 U.S. volume consisted of $9,940,373 in media, $2,004,640 in materials and services and $5,514,342 in capitalized fees.

Included in the agency's figures were returns from its office in Milwaukee.

In 1985, the agency gained: American Institute of Real Estate Appraisers; Merlin Mufflers; Moore Business Center.

Billings breakdown: Newspapers 2%, magazines 39%, radio 12%, network tv 10%, spot tv 2%, outdoor 1%, business papers 26%, transit advertising 1%, Yellow Pages 7%.

Top execs: Frank B. Nahser, president-ceo; R. Bruce Marsh, exec vp; Andrew A. Vallozzi, president, Frank C. Nahser of Wisconsin. Employes: 41 in 2 offices.

Phone: (312) 845-5000.

Needham & Grohmann, New York, reported gross income of $2,254,046 in 1985 on billings of $16,492,880. In 1984, it reported gross income of $2,435,749 on billings of $17,063,980.

In 1985, it had net income of $25,685, compared with $96,664 in 1984.

The agency's 1985 U.S. volume consisted of $9,959,691 in media, $2,247,427 in materials and services and $4,285,762 in capitalized fees. Its 1984 U.S. volume consisted of $10,050,321 in media, $2,867,233 in materials and services and $4,146,426 in capitalized fees.

Included in the agency's figures were returns from its office in Pompano Beach, Fla.

In 1985, the agency gained: Abela Hotels; Days Inn (New York); Marbella Club; Pocono Manor Resort & Conference Center; Pocono Mountain Vacation Bureau; Sheraton Meadowlands.

Billings breakdown: Newspapers 35%, magazines 47%, radio 5%, outdoor 3%, business papers 10%.

Top exec: Howard A. Heinsius, president-ceo. Employes: 52 in 2 offices.

Phone: (212) 245-6200.

Newmark Posner Mitchell, New York, had estimated gross income of $3,384,000 in 1985 on billings of $21,986,850. In 1984, it had estimated gross income of $2,587,000 on billings of $17,283,400.

The agency's 1985 U.S. volume consisted of $18,380,000 in media, $3,240,000 in materials and services and $366,850 in capitalized fees. Its 1984 U.S. volume consisted of $15,100,000 in media, $2,050,000 in materials and services and $133,400 in capitalized fees.

The agency did not consolidate:

- Business Counselors Corp.

Billings breakdown: Newspapers 86%, magazines 5%, radio 5%, spot tv 1%, business papers 1%, point of sale 1%, direct mail 1%.

Top execs: Sidney Posner, president; Peter S. Posner, exec vp; Nick Chavin, Lanny Lambert, Richard Pines, senior vps. Employes: 56.

Phone: (212) 867-3900.

Newton Associates, St. Davids, Pa., reported gross income of $401,919 in 1985 on billings of $2,939,529. In 1984, it reported gross income of $400,000 on billings of $2,933,816.

The agency's 1985 and 1984 U.S. volumes were all in media.

In 1985, the agency gained: Athena Controls; Beta Products; Erta, engineering plastics; Hathaway Corp; Inolex Chemical Co.; Performance Technologies; Provident Indemnity Life Insurance Co.; Rouse/Chamberlain; Philadelphia Concrete Structures. It lost: Associates Lead; M. Buten & Sons; Pennsylvania Electric Co.; Rochester Instrument Systems.

Billings breakdown: Newspapers 19%, magazines 43%, radio 24%, spot tv 12%, outdoor 2%.

Top execs: Jon Newton, president; Harry A. Streamer, LeRoy H. Keeler, Jr., vps. Employes: 10.

Phone: (215) 964-9300. ☑

New Trend Advertising, Teterboro, N.J., reported gross income of $582,588 in 1985 on billings of $3,243,812. In 1984, it reported gross income of $535,287 on billings of $3,035,668.

It had net income of $80,000 in both 1985 and 1984.

The agency's 1985 U.S. volume consisted of $953,159 in media, $89,553 in materials and services and $2,201,100 in capitalized fees. Its 1984 U.S. volume consisted of $868,159 in media, $99,809 in materials and services and $2,067,700 in capitalized fees.

In 1985, the agency gained: The 7 Santini Bros.; Direct Audio/Video.

Billings breakdown: Newspapers 35%, magazines 2%, supplements 1%; radio 15%, spot tv 40%, business papers 1%, point of sale 3%, Yellow Pages 1%, direct mail 1%, free-standing inserts 2%, special signs 1%.

Top exec: Geri Boxer, president. Employes: 12.

Phone: (201) 288-8565. ☑

New-Venture Advertising, Los Angeles, reported gross income of $630,000 in 1985 on billings of $4,405,500. In 1984, it reported gross income of $600,000 on billings of $3,008,800.

In 1985, it had net income of $195,000, compared with $185,000 in 1984.

The agency's 1985 U.S. volume consisted of $3,090,000 in media, $315,000 in materials and services and $1,000,500 in capitalized fees. Its 1984 U.S. volume consisted of $1,225,000 in media, $850,000 in materials and services and $933,800 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- New-Venture Financing
- New-Venture Public Relations
- New-Venture Telemarketing

In 1985, the agency gained: *Intl Gymnast*; Los Angeles Craft & Folk Art Museum; California Professional Savings. It lost: Audio-Video Outlets.

Billings breakdown: Newspapers 25%, magazines 25%, supplements 8%, radio 10%, spot tv 12%, outdoor 10%, direct mail 10%.

Top execs: Doug Hedlund, president, creative director; Wendy Berke, media director; Cheryl Guice, art director; Ann Evans, copy writer. Employes: 7.

Phone: (213) 473-1547. ☑

Nicholson Kovak Huntley & Welsh, Kansas City, Mo., estimated gross income of $1,080,000 in 1985 on billings of $7,200,000. In 1984, it reported gross income of $699,459 on billings of $5,100,000.

The agency's 1985 U.S. volume consisted of an estimated 4,104,000 in media and $3,096,000 in capitalized fees. Its 1984 U.S. volume consisted of an estimated $2,754,000 in media and $2,346,000 in capitalized fees.

In 1985, the agency gained: Missouri Public Service; PPG Industries, additional assignments; Concepts Marketing, additional assignments; Fairbanks Morse Pump; Midwest Quality Glove; Property Co. of America.

Billings breakdown: Newspapers 2%, spot tv 9%, business papers 11%, farm publications 30%, direct mail 6%, collateral 42%.

Top execs: F. Peter Kovac, president; Paul J. Welsh, exec vp; John R. Nicholson, vp, secretary; Clarence Foxworthy, treasurer; Dan Belcher, vp acct services. Employes: 29.

Phone: (816) 753-8881.

Noble & Associates, Springfield, Mo., reported gross income of $5,246,491 in 1985 on billings of $36,400,711. In 1984, it reported gross income of $3,652,771 on billings of $25,604,102.

The agency's 1985 U.S. volume consisted of $13,859,184 in media, $3,787,295 in materials and services and $18,754,232 in capitalized fees. Its 1984 U.S. volume consisted of $9,633,554 in media, $2,610,525 in materials and services and $13,360,023 in capitalized fees.

Included in the agency's figures were returns from its office in Chicago.

In 1985, the agency gained: J.R. Simplot Co.; Natl Pork Producers; R.T. French, commercial prods div; EFCO Corp.

Billings breakdown: Newspapers 5%, magazines 20%, radio 1%, network tv 34%, spot tv 34%, outdoor 1%, free-standing inserts 5%.

Top execs: Robert B. Noble, president-ceo; Terry H. Fisher, Jon T. Baker, John F. Morrison, exec vps. Employes: 115 in 2 offices.

Phone: (417) 882-5050. ☑

North Castle Partners, Greenwich, Conn., a subsidiary of Foote, Cone & Belding Communications, reported gross income of $6,850,000 in 1985 on billings of $43,602,000. In 1984, it reported gross income of $6,059,200 on billings of $43,509,000.

The agency's 1985 U.S. volume consisted of $23,150,000 in media, $3,600,000 in materials and services and $16,852,000 in capitalized fees. Its 1984 U.S. volume consisted of $22,000,000 in media, $3,500,000 in materials and services and $18,009,000 in capitalized fees.

In 1985, the agency gained: Arnold Foods Co.; Champale, Champale Malt Liquor, Metbrau beer, Black Horse; Ocean Spray Cranberries, cranberries, non-beverage prods. It lost: Joseph E. Seagram & Sons.

Billings breakdown: Newspapers 6%, magazines 17%, radio 19%, network tv 6%, spot tv 47%, outdoor 5%.

Top execs: William L. Ballard, chmn; Lynn Andrew Rotando, president; Barrington Boardman, vice chmn; Robert N. Lelle, Hal Rosen, co-creative directors; Leonard Farraguzzi, exec vp. Employes: 45.

Phone: (203) 622-1122. ☑

NPC & Associates, Lanham, Md., reported gross income of $138,368 in 1985 on billings of $922,758. In 1984, it had estimated gross income of $56,300 on estimated billings of $360,529.

The agency's 1985 U.S. volume consisted of $25,650 in media, $14,000 in materials and services and $883,108 in capitalized fees. Its 1984 U.S. volume consisted of $145,407 in media, $15,000 in materials and services and $200,122 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- NPC & Associates Public Relations

The agency also consolidated results from its office in Baltimore.

In 1985, the agency gained: Modular Devel Systems; Trahan, Burden & Charles, minority advisor for Maryland State Lottery; First Stop Auto Insurance; NAACP Baltimore. It lost: American Nursing Service.

Billings breakdown: Newspapers 38%, magazines 8%, medical journals 2%, radio 20%, spot tv 4%, business papers 15%, point of sale 10%, Yellow Pages 2%, direct mail 1%.

Top exec: Nathaniel Pope Jr., president. Employes: 7 in 2 offices.

Phone: (301) 731-5355. ☑

Nutrition Marketing, Englewood, N.J., reported gross income of $170,000 in 1985 on billings of $1,533,400. In 1984, it reported gross income of $140,000 on billings of $1,033,400.

The agency's 1985 U.S. volume consisted of $1,400,000 in media and $133,400 in capitalized fees. Its 1984 U.S. volume consisted of $900,000 in media and $133,400 in capitalized fees.

In 1985, the agency gained: Nutrition Industries; Weight Watchers mayonnaise, margarine, cheese.

Billings breakdown: Radio 15%, free-standing inserts 85%.

Top execs: Robert M. Harris, president; Cecily Harris, vp; Susan Harris, secretary. Employes: 3.

Phone: (201) 568-9300.

Oldfield Davis, Dallas, reported gross income of $1,079,878 in 1985 on billings of $9,867,763. In 1984, it reported gross income of $965,666 on billings of $8,512,287.

The agency's 1985 U.S. volume consisted of $1,579,809 in media, $1,085,168 in materials and services and $7,202,786 in capitalized fees. Its 1984 U.S. volume consisted of $1,069,095 in media, $1,002,200 in materials and services and $6,440,992 in capitalized fees.

In 1985, the agency gained: Bob Moore Construction Co.; Wier & Associates, engineers; Intl Investment Advisors; Hunt Properties; Trammell Crow Co. It lost: Dimension Cos.

Billings breakdown: Newspapers 15%, magazines 35%, radio 23%, spot tv 5%, outdoor 10%, point of sale 2%, direct mail 10.

Top execs: Co-owners—Holly M. Oldfield, president; Rachel Mostert Davis, vp. Employes: 16.

Phone: (214) 526-6581.

O'Sullivan Advertising/Public Relations, Morristown, N.J., reported gross income of $1,391,738 in 1985 on billings of $12,295,753. In 1984, it reported gross income of $1,085,120 on billings of $8,914,630.

In 1985, it had net income of $215,930, compared with $62,391 in 1984.

The agency's 1985 U.S. volume consisted of $9,278,253 in media and $3,018,500 in materials and services. Its 1984 U.S. volume consisted of $6,103,723 in media and $2,810,907 in materials and services.

Included in the agency's figures were returns from subsidiary:

- Graphics 14

In 1985, the agency gained: NMR of America, magnetic resonance images; Amcest Corp, Persys div; Bel Piaese Inc., cheese imports; Diocese of Mutuchen; Stauff Mfg; AT&T; Pamco; Teck Art Plastics. It lost: Norland Products; H.P. Mktg.

Billings breakdown: Newspapers 5%, magazines 50%, radio 2%, spot tv 3%, point of sale 15%, direct mail 25%.

Top execs: Owen M. O'Sullivan, president. Vps—Larry Stern, creative director; Dianne Enger, media director; Sheldon Axler, gm; Dick Young, acct super. Employes: 24.

Phone: (201) 267-1440.

Packo, Mitchell, Hanson & Comer, Toledo, O., reported gross income of $1,252,525 in 1985 on billings of $8,203,400. In 1984, it reported gross income of $809,105 on billings of $5,295,600.

In 1985, it had net income of $80,000, compared with $55,000 in 1984.

The agency's 1985 U.S. volume consisted of $550,000 in media, $850,000 in materials and services and $6,803,400 in capitalized fees. Its 1984 U.S. volume consisted of $190,000 in media, $570,000 in materials and services and $4,535,600 in capitalized fees.

Included in the agency's figures were returns from its division:

- Packo Photo

In 1985, the agency gained: Welles-Bowen, insurers, realtors; Ed Schmidt Pontiac; Hillcrest Hotel. It lost: St. Vincent's Tennyson Center.

Billings breakdown: Newspapers 18%, magazines 7%, radio 20%, network tv 50%, cable tv 5%.

Top execs: Lee Comer, president; Mark Mitchell, exec vp; James G. Mihaly, treasurer. Employes: 28 in 2 offices.

Phone: (419) 243-7600. ☑

Palm DeBonis Russo, Bloomfield, Conn., reported gross income of $722,860 in 1985 on billings of $4,289,600. The agency did not report in 1984.

The agency's 1985 U.S. volume consisted of $2,060,245 in media, $935,375 in materials and services and $1,293,980 in capitalized fees.

In 1985, the agency gained: Greater Hartford Open, PGA golf tournament; Foodservice Concepts; Valley Health Plan; Allstate Insurance; Landmark Bank. It lost: Allstate Insurance.

Billings breakdown: Newspapers 14%, magazines 29%, radio, network tv, spot tv and cable tv combined 8%, production 49%.

Top execs: Charles Palm, chmn-ceo; Robert R. Russo, president; Richard L. DeBonis, Barry J. Palm, senior vps. Employes: 12.

Phone: (203) 242-6258. ☑

Paolin & Sweeney, Cherry Hill, N.J., reported gross income of $2,517,978 in 1985 on billings of $11,235,803. In 1984, it reported gross income of $1,822,390 on billings of $8,511,620.

In 1985, it had net income of $45,100, compared with $509 in 1984.

The agency's 1985 U.S. volume consisted of $2,430,731 in media, $1,198,664 in materials and services and $7,606,408 in capitalized fees. Its 1984 U.S. volume consisted of $2,028,891 in media, $995,992 in materials and services and $5,486,737 in capitalized fees.

In 1985, the agency gained: Diamond Beach; Greentree Mortgage; Home Unity Mortgage; Integrated Resources; Scarborough Corp; Suzuki Motor Corp. It lost: N.J. State Bar Assn; Cambridge Intl; Horst Devel.

Billings breakdown: Newspapers 30%, magazines 12%, radio 17%, spot tv 22%, outdoor 7%, point of sale 4%, direct mail 8%.

Top execs: John R. Paolin, president; Thomas B. Sweeney, exec vp. Employes: 30.

Phone: (609) 667-7700. ☑

Parker Group, St. Louis, reported gross income of $506,629 in 1985 on billings of $3,357,683. In 1984, it reported gross income of $324,094 on billings of $2,160,693.

The agency's 1985 U.S. volume consisted of $2,400,000 in media, $644,193 in materials and services and $313,490 in capitalized fees. Its 1984 U.S. volume consisted of $1,500,000 in media, $527,293 in materials and services and $133,400 in capitalized fees.

In 1985, the agency gained: Century Electric Co.; Pantera's Pizza Restaurants; Grandpa's Discount Stores; Boating Center; Bo Beuckman Ford-Yugo. It lost: Leader Lincoln Mercury; Illini Federal Savings & Loan.

Billings breakdown: Newspapers 15%, magazines 10%, radio 25%, spot tv 15%, outdoor 2%, business papers 5%, point of sale 4%, Yellow Pages 3%, direct mail 10%, catalogs 8%; direct response magazines 3%.

Top execs: Larry Parker, president-ceo; Thomas K. Costello, exec vp. Employes: 13.

Phone: (314) 361-2000. ☑

Parsons, Friedmann & Central, Boston, reported gross income of $417,411 in 1985 on billings of $3,924,099. In 1984, it reported gross income of $393,374 on billings of $3,029,825.

The agency's 1985 U.S. volume consisted of $692,406 in media, $1,456,353 in materials and services and $1,775,340 in capitalized fees. Its 1984 U.S. volume consisted of $598,041 in media, $550,277 in materials and services and $1,881,507 in capitalized fees.

Included in the agency's figures were returns from its offices in Glen, N.H., and Manchester, N.H.

In 1985, the agency gained: Franchi Group, real estate-tennis clubs; American Jewish League, fundraising; Standard Data, software; Plycraft, furniture. It lost: Akko, acrylic accessories; Wildcat Mountain.

Billings breakdown: Newspapers 20%, magazines 3%, radio 5%, spot tv 3%, outdoor 1%, business papers 55%, transit advertising 1%, point of sale 1%, direct mail 11%.

Top execs: Robert F. Friedmann,

Quirks and quakes

Levine, Huntley, Schmidt & Beaver appeared on the charts 10 years ago as Levine, Huntley, Schmidt, Plapler & Beaver, an agency begun as a direct mail house for soft goods (dresses primarily) producers in 1922 under brothers Mervin and Jesse Levine. In 1965, the agency began its transition to a general consumer agency as Bob Schmidt joined as account super, eventually becoming a partner of Mervin Levine, who had bought out his brother. Then came partner, Chet Huntley of Huntley and Brinkley news team fame. Rechristened Levine, Huntley, Schmidt Inc., the agency added Larry Plapler and Allan Beaver, two creatives, in 1972. This partnership lasted until 1982 when Mr. Plapler left to open his own shop.

president, treasurer; Camille M. Wilding, asst treasurer, office mgr. Employes: 11 in 3 offices.

Phone: (617) 266-4310. ☑

Patchen Brownfeld Inc., Advertising, Phoenix, reported gross income of $955,982 in 1985 on billings of $8,815,964. In 1984, it reported gross income of $1,089,385 on billings of $8,989,553.

The agency's 1985 U.S. volume consisted of $6,769,644 in media, $992,460 in materials and services and $1,053,860 in capitalized fees. Its 1984 U.S. volume consisted of $7,321,636 in media, $896,865 in materials and services and $771,052 in capitalized fees.

In 1985, the agency gained: Continental Homes; Phoenix & Valley of the Sun Convention & Visitors Bureau; Ryerson Co. It lost: Great Western Bank.

Billings breakdown: Newspapers 33%, magazines 10%, radio 25%, spot tv 15%, outdoor 12%, direct mail 5%.

Top execs: Steve Patchen, president; Fred Brownfeld, exec vp. Employes: 26.

Phone: (602) 274-7707. ☑

Gerald Patlis Advertising, New York, reported gross income of $318,000 in 1985 on billings of $2,120,000. In 1984, it reported gross income of $427,500 on billings of $2,850,000.

The agency's 1985 U.S. volume consisted of $1,500,000 in media, $400,000 in materials and services and $220,000 in capitalized fees. Its 1984 U.S. volume consisted of $1,900,000 in media, $650,000 in materials and services and $300,000 in capitalized fees.

In 1985, the agency gained: Claudia Collette perfumes; Dong Woo, antique clock reproductions. It lost: Katharine Gibbs; Berlitz Translation Services.

Billings breakdown: Newspapers 40%, magazines 30%, Yellow Pages 3%, direct mail 17%, direct response tv 5%, direct response radio 5%.

Top execs: Gerald Patlis, president; Stanley Waldman, vp. Employes: 7.

Phone: (212) 759-6400.

Patterson Advertising Agency, Topeka, Kan., reported gross income of $885,012 in 1985 on billings of $5,909,333. In 1984, it reported gross income of $870,369 on billings of $5,804,056.

The agency's 1985 U.S. volume consisted of $1,842,422 in media, $658,502 in materials and services and $3,408,409 in capitalized fees. Its 1984 U.S. volume consisted of $1,962;726 in media, $646,914 in materials and services and $3,194,416 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- First Impressions, printing

In 1985, the agency gained: OhSe meat prods. It lost: Kansas Farm Bureau Insurance.

Billings breakdown: Newspapers 22%, radio 18%, spot tv 39%, outdoor 1%, business papers 10%, other 10%.

Top executives: Duane T. Patterson, chmn; Donald M. Shurtz, president. Employes: 22.

Phone: (913) 266-3636. ☑

Pearlman Wohl Inc., Los Angeles, reported gross income of $1,089,000 in 1985 on billings of $10,663,800. In 1984, it reported gross income of $637,000 on billings of $5,807,000.

In 1985, it had net income of $131,000, compared with $70,000 in 1984.

The agency's 1985 U.S. volume consisted of $9,210,000 in media, $520,000 in materials and services and $933,800 in capitalized fees. Its 1984 U.S. volume consisted of $4,930,000 in media, $310,000 in materials and services and $567,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Wally Inc., commercial production
- Aspen Marketing Group, pr

In 1985, the agency gained: Halispechts Lighting; Amitee Cosmetics; Northern California Buick Dealers Assn; Vista Nohl Devel. It lost: Lamps Plus.

Billings breakdown: Newspapers 5%, magazines 5%, radio 10%, spot tv 45%, outdoor 6%, business papers 1%, point of sale 2%, Yellow Pages 2%, direct mail 7%, catalogs 2%, direct response tv 4%, direct response radio 2%, direct response newspapers 1%, other 8%.

Top execs: Daniel L. Pearlman, president-ceo; Wally B. Wohl, chmn-creative director; Alan M. Berger, senior vp, director mktg services. Employes: 13.

Phone: (213) 277-4684. ☑

Quirks and quakes

Helfgott, Towne & Silverstein was No. 85 ten years ago. Principal, Mike J. Helfgott, however, became inactive and new partner, Steve Rotter, moved in and tagged his name to the end and Helfgott was erased from the title. Leslie H. Towne and D. William Silverstein are other principals in the 19-year-old agency.

Penchina, Selkowitz, New York, reported gross income of $3,100,000 in 1985 on billings of $23,009,100. In 1984, it reported gross income of $2,900,000 on billings of $20,101,250.

The agency's 1985 U.S. volume consisted of $17,266,000 in media, $2,275,000 in materials and services and $2,668,000 in capitalized fees. Its 1984 U.S. volume consisted of $14,600,000 in media, $2,150,000 in materials and services and $2,201,100 in capitalized fees.

In 1985, the agency gained: New York Times Co., New York Videotex div; E.R. Squibb & Sons, ConvaTec div.

Billings breakdown: Newspapers 12%, magazines 28%, radio 2%, network tv 38%, spot tv 10%, cable tv 5%, outdoor 3%, direct mail 2%.

Top execs: Arthur Selkowitz, president; Steven Penchina, chmn, creative director. Senior vps—Gordon Bennett, exec art director; Rochelle Klein, copy super; Steven Brookstein, acct director. Julie Pinkwater, vp-media director. Employes: 22.

Phone: (212) 980-6677.

Penny/Ohlmann/Neiman, Dayton, O., reported gross income of $1,909,536 in 1985 on billings of $14,858,909. In 1984, it had estimated gross income of $1,690,435 on billings of $13,154,000.

The agency's 1985 U.S. volume consisted of $3,500,429 in media, $1,910,112 in materials and services and $9,448,368 in capitalized fees. Its 1984 U.S. volume consisted of $5,447,000 in media, $110,000 in materials and services and $7,597,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Telad Intl, Yellow Pages

But the agency did not consolidate subsidiary:

- P/O/N Products Mktg
- P/O/N Services Mktg

Billings breakdown: Newspapers 20%, magazines 10%, radio 13%, spot tv 17%, cable tv 1%, outdoor 2%, business papers 9%, point of sale 8%, Yellow Pages 7%, direct mail 5%, catalogs 4%, free-standing inserts 4%.

Top execs: Walter Ohlmann, president-ceo; Robert Penny, chmn; Ralph Neiman, exec vp. Employes: 46.

Phone: (513) 278-0681. ☑

Penny & Speier, Houston, formerly Penny & Pengra, reported gross income of $1,873,746 in 1985 on billings of $15,061,253. In 1984, it reported gross income of $1,918,812 on billings of $16,014,278.

The agency's 1985 U.S. volume consisted of $3,575,868 in media, $1,325,594 in materials and services and $10,159,791 in capitalized fees. Its 1984 U.S. volume consisted of $4,262,700 in media, $1,603,326 in materials and services and $10,148,252 in capitalized fees.

In 1985, the agency gained: Juarez Restaurants; Flakey Jake's Hamburger; New Territory; Homecraft Devel; Natl Cremation Society. It lost: Brown & Root; Enclave, land devel; Oyster Point.

Billings breakdown: Newspapers 22.5%, magazines 16.8%, radio 7.6%, spot tv 13.5%, outdoor 17.3%, business papers 4.5%, point of sale 3.6%, direct mail 2.9%, collateral 11.3%.

Top execs: C.R. Penny, chmn; Stephen S. Speier, president. Employes: 32.

Phone: (713) 965-0331. ☑

Peterson-Morris, Minneapolis, had estimated gross income of $765,000 in 1985 on billings of $5,100,000. In 1984, it had estimated gross income of $700,000 on billings of $4,700,000.

The agency did not break out its volume.

In 1985, the agency gained: Cardio-Pace Medical, heart pacemakers; Centex Homes; Control Data, Business & Technology Centers and Correction Systems; SED Systems, agricultural electronics; Gift Creations Concepts, mktg services for gift retailers; Bonanza Restaurants; Hubbard Broadcasting; KSTP radio and tv; Geertson Seed Farm/Wrangler alfalfa; Stuart Corp, real estate devel. It lost: Hiner Homes.

Top execs: Jack Morris, president, creative director; Harlan Stoehr, senior vp. Employes: 14.

Phone: (612) 331-8000.

Phillips-Ramsey Co., San Diego, reported gross income of $7,584,800 in 1985 on billings of $50,590,600. In 1984, it reported gross income of $5,581,200 on billings of $37,226,600. In 1985, it had net income of $125,200, compared with $46,600 in 1984.

The agency's 1985 U.S. volume consisted of $17,720,900 in media, $7,340,700 in materials and services and $25,529,000 in capitalized fees. Its 1984 U.S. volume consisted of $13,163,700 in media, $2,521,300 in materials and services and $21,541,600 in capitalized fees.

Included in the agency's figures were returns from its offices in Los Angeles and Phoenix.

In 1985, the agency gained: Safeway Stores Inc. (Southern Cal.); Celestron Intl; Genstar Arizona Devel; Honeywell, large computer prods div; Lynx Precision Golf Equipment; Economic Devel Corp of San Diego; Koll Company (Southern Cal.); Koll Construction Co.; Pacific Southwest Airlines mktg programs; Scripps Clinic & Rsch Foundation; Maricopa Foundation for medical care. It lost: Butterfield Devel Corp; Inter-Tel; Daiwa Corp; DiGiorgio Devel Co; American Medical Intl, western div.

Billings breakdown: Newspapers 19%, magazines 9%, radio 21%, spot tv 46%, outdoor 4%, transit advertising 1%.

Top execs: Richard D. Brooks, president-ceo; R. Page Jones, chmn. Exec vps—Richard T. Badami, gm (Los Angeles); Winfield L. Holden III, gm (Phoenix); Robert J. Kwait, creative director; Robert F. Lewis, secretary. Employes: 122 in 3 offices.

Phone: (619) 574-0808.

Pihas, Schmidt, Westerdahl Co., Portland, Ore., reported gross income of $2,143,582 in 1985 on billings of $15,047,778. In 1984, it reported gross income of $1,743,300 on billings of $12,842,160.

The agency's 1985 U.S. volume consisted of $5,449,737 in media, $3,084,521 in materials and services and $6,513,520 in capitalized fees. Its 1984 U.S. volume consisted of $3,555,005 in media, $2,608,695 in materials and services and $6,678,460 in capitalized fees.

In 1985, the agency gained: Oregon State Lottery; Kentucky Fried Chicken (Spokane); Bonneville Power Admin; City of Klamath Falls; CAPS Auto Supplies; Coors; SEH America; Mercy Medical Center. It lost: Elmer's Pancake & Steak House; Today's American Builder; Products Mgmt Group; Red Steer Restaurants, Papa Aldo's; Wacker Siltronics; Micro Centers of America.

Billings breakdown: Newspapers 16%, magazines 2.5%, supplements 6.5%, radio 17%, spot tv 38%, cable tv 0.5%, outdoor 1.5%, business papers 0.5%, transit advertising 0.5%, point of sale 5.5%, Yellow Pages 0.5%, direct mail 0.5%, collateral 10%, research 0.5%.

Top Execs: John Pihas, president; Ron Schmidt, exec vp; Edward Westerdahl II, chmn; Cliff Engel, senior vp. Employes: 50.

Phone: (503) 228-4000.

Pinne, Garvin, Herbers & Hock, San Francisco, reported gross income of $2,459,635 in 1985 on billings of $17,715,747. In 1984, it reported gross income of $3,420,537 on billings of $19,026,255.

In 1985, it had net income of $37,188, compared with $30,274 in 1984.

The agency's 1985 U.S. volume consisted of $6,189,382 in media, $2,232,325 in materials and services and $9,294,040 in capitalized fees. Its 1984 U.S. volume consisted of $8,513,166 in media, $3,525,890 in materials and services and $6,987,199 in capitalized fees.

In 1985, the agency gained: Mandarin Hotel (San Francisco); Infomax; Comm, network software technology; Dasoft Design, CAD software; Malvern Manor, executive retreat. It lost: OCLI, optical coating materials; HP Microwave Group; Bay Area Teleguide.

Billings breakdown: Newspapers 15%, magazines 55%, supplements 5%, radio 5%, outdoor 7%, business papers 10%, direct mail 3%.

Top execs: Robert A. Pinne, chmn-creative director; Donald A. Hebers, president-ceo; Frederick Murphy, senior vp-copy. Vps—John R. Pelkan, client services; James J. Lewis, cfo; Pierre Jacot, exec art director. Employes: 36.

Phone: (415) 956-4210.

Poindexter Associates, Roanoke, Va., reported gross income of $524,193 in 1985 on billings of $3,799,477. In 1984, it reported gross income of $492,553 on billings of $3,758,668.

The agency's 1985 U.S. volume consisted of $1,788,136 in media, $423,274 in materials and services and $1,588,067 in capitalized fees. Its 1984 U.S. volume consisted of $1,874,451 in media, $439,882 in materials and services and $1,444,335 in capitalized fees.

In 1985, the agency gained: Shenandoah's Pride, dairy prods.

Billings breakdown: Newspapers 32%, magazines 7%, radio 15%, spot tv 38%, outdoor 5%, direct mail 3%.

Top execs: Dale Poindexter, president; Lee Garth, exec vp, assoc creative director; Herb Weaver, vp-operations; Dave Purdum, art director, assoc creative director; Marty Ryan, media director; Kathy Poff, production mgr, traffic mgr. Employes: 12.

Phone: (703) 345-2400.

Point Communications, Dallas, reported gross income of $2,544,967 in 1985 on billings of $17,567,856. In 1984, it reported gross income of $2,476,088 on billings of $17,202,769.

The agency's 1985 U.S. volume consisted of $5,912,229 in media, $2,278,627 in materials and services and $9,377,000 in capitalized fees. Its 1984 U.S. volume consisted of $4,992,929 in media, $2,988,732 in materials and services and $9,221,108 in capitalized fees.

The agency did not consolidate subsidiary:

- Type & Stat Place

The agency closed its Denver office on Dec. 31, 1984, after being in that market 10 years.

In 1985, the agency gained: Schlitz; DePalma-Korsmeier. It lost: Cottage Collections; Justin Boot; Prism Hotel; Pinetree Computer.

Billings breakdown: Newspapers 17%, magazines 4%, radio 16%, spot tv 47%, outdoor 1%, business papers 11%, Yellow Pages 3%, annuals & specials 1%.

Top execs: Bill R. Neale, president; Willard B. Moon, exec vp; Anthony J. Fedele, senior vp, creative production. Employes: 43.

Phone: (214) 851-1100.

Poller & Jordan Advertising, Miami, had estimated gross income of $394,000 in 1985 on billings of $2,626,158. In 1984, it had estimated gross income of $412,000 on billings of $2,746,133.

In 1985, it reported net income of $51,483, compared with $66,874 in 1984.

The agency's 1985 U.S. volume consisted of $1,097,522 in media, $343,071 in materials and services and $1,185,565 in capitalized fees. Its 1984 U.S. volume consisted of $992,123 in media, $375,835 in materials and services and $1,378,175 in capitalized fees.

In 1985, the agency gained: Courtesy Ford; U.S. Ballroom Championships; Florida Bar Assn; Batch Air; Airmark Engines. It lost: Florida No Fault Insurance.

Billings breakdown: Newspapers 20%, magazines 25%, radio 5%, spot tv 50%.

Top execs: Robert H. Poller, president; Gerald R. Green, vp-treasurer. Employes: 7.

Phone: (305) 856-7500. ☑

Popejoy & Fischel Advertising Agency, Dallas, had estimated gross income of $2,250,000 in 1985 on billings of $15,000,000. The agency had estimated gross income of $2,100,000 in 1984 on estimated billings of $14,000,000.

The agency did not break out its volume.

Billings breakdown: Newspapers 24%, magazines 13%, radio 7%, spot tv 26%, outdoor 5%, direct mail 2%, catalogs 18%, other 5%.

Top execs: Bert Fischel, president; Gerald Popejoy, chmn. Employes: 40 in 2 offices.

Phone: (214) 233-8461.

Posey & Quest, Greenwich, Conn., reported gross income of $2,500,000 in 1985 on billings of $21,700,000. In 1984, it reported gross income of $2,050,000 on billings of $16,500,000.

The agency's 1985 U.S. volume consisted of $4,700,000 in media, $2,800,000 in materials and services and $14,200,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,150,000 in media, $2,350,000 in materials and services and $11,000,000 in capitalized fees.

Included in the agency's figures were returns from its office in New York City.

In 1985, the agency gained: Hughes Laboratories; Beiersdorf Medical div, Aquaphor ointment; Beiersdorf Suncare line, Nivea. It lost: SONECOR systems div, SNET.

Billings breakdown: Newspapers 10%, magazines 40%, radio 10%, spot tv 38%, cable tv 2%.

Top execs: James H. Quest, president-ceo; Chester L. Posey, chmn; Joe Genova, exec vp, creative director. Vps—Robert L. Liddel, director media, programing; Matt Tokatlian, finance. Employes: 30 in 2 offices.

Phone: (203) 531-4900. ☑

Potter Hazlehurst, East Greenwich, R.I., reported gross income of $2,235,560 in 1985 on billings of $16,503,896. In 1984, it reported gross income of $2,053,942 on billings of $15,599,762.

In 1985, it reported net income of $37,588, compared with $69,832 in 1984.

The agency's 1985 U.S. volume consisted of $5,517,053 in media, $1,595,466 in materials and services and $9,391,377 in capitalized fees. Its 1984 U.S. volume consisted of $5,702,392 in media, $1,902,819 in materials and services and $7,994,551 in capitalized fees.

Billings breakdown: Newspapers 15%, magazines 55%, radio 1%, spot tv 10%, outdoor 2%, business papers 17%.

Top execs: Thomas E. Hazlehurst,

president; Herbert C. Sawyer, exec vp, treasurer; Nathaniel Frothingham, Michael F. Moore, senior vp. Employes: 49.

Phone: (401) 885-4300.

Praco Ltd., Colorado Springs, reported gross income of $591,243 in 1985 on billings of $3,852,294. In 1984, it reported gross income of $657,188 on billings of $4,306,693.

The agency's 1985 U.S. volume consisted of $833,666 in media, $512,714 in materials and services and $2,505,914 in capitalized fees. Its 1984 U.S. volume consisted of $719,270 in media, $430,955 in materials and services and $3,156,467 in capitalized fees.

In 1985, the agency gained: Jocque Shops; Antlers Hotel; Aspens retirement community; Citizen's Cable. It lost: Shuck Corp.

Billings breakdown: Newspapers 35%, magazines 16%, radio 19%, spot tv 15%, outdoor 7%, transit advertising 1%, point of sale 2%, direct mail 5%.

Top execs: James W. Hall, president; Nechie T. Hall, exec vp, secretary; Geri Vanderwarren, vp-treasurer. Employes: 13.

Phone: (303) 473-0704. ☑

PR Associates, Akron, O., reported gross income of $1,512,000 in 1985 on billings of $10,352,000. In 1984, it reported gross income of $1,800,000 on billings of $9,850,000.

The agency's 1985 U.S. volume consisted of $2,165,000 in media, $950,000 in materials and services and $7,237,000 in capitalized fees. Its 1984 U.S. volume consisted of $2,200,000 in media, $650,000 in materials and services and $7,000,000 in capitalized fees.

In 1985, the agency gained: BF Goodrich, aerospace and defense div; Namco Controls; O&M Folders; General Extrusions.

Billings breakdown: Magazines 65%, radio 10%, spot tv 10%, point of sale 3%, Yellow Pages 7%, direct mail 5%.

Top execs: Paul L. Schmitz, president; Alan R. Kliskey, exec vp. Employes: 35.

Phone: (216) 928-8000.

Price/McNabb Advertising, Asheville, N.C., reported gross income of $3,502,107 in 1985 on billings of $19,993,200. In 1984, it reported gross income of $2,513,306 on billings of $15,185,000.

The agency's 1985 U.S. volume consisted of $10,775,200 in media and $9,218,000 in materials and services. Its 1984 U.S. volume consisted of $8,811,000 in media and $6,374,000 in materials and services.

Included in the agency's figures were returns from subsidiaries:
- Price/McNabb Direct Mktg
- Price/McNabb Public Relations

The agency also consolidated returns for its offices in Raleigh and Charlotte, N.C., and Columbia, S.C.

In 1985, the agency gained: Adams-Millis Corp; Spinaltor Corp; DG Mouldings; Collins & Aikman; Premier Quilting; Durham Life Broadcasting; American Enka Corp; Memorial Mission Hospital. It lost: McDonald's (Eastern N.C., Chattanooga).

Billings breakdown: Newspapers 10%, magazines 20%, radio 20%, spot tv 30%, outdoor 10%, business papers 10.

Top execs: Charles R. Price Jr., chmn. Presidents—George W. Krichbaum Jr. (Raleigh); Robert B. Boettcher (Asheville); Ronald C. Campana, Price/McNabb Direct. Harris J. Fields, exec vp, creative services; Craig Jackson, senior vp, creative services. Vps—William E. Berdahl, acct super; Judy L. Dalton, media services; S. Christopher Starin, gm (Charlotte); Peter F. Lloyd, gm (Columbia); Thomas E. Eppes, gm-pr. Employes: 78 in 4 offices.

Phone: (704) 254-7461. ☑

QLM Associates, Princeton, N.J., reported gross income of $1,551,622 in 1985 on billings of $22,945,557. In 1984, it reported gross income of $1,165,339 on billings of $17,341,005.

In 1985, it had net income c $201,711, compared with $133,841 i 1984.

The agency's 1985 U.S. volume cor sisted of $451,876 in media an $22,493,681 in capitalized fees. It 1984 U.S. volume consisted o $254,719 in media and $17,086,286 i capitalized fees.

In 1985, the agency gained: Sur shine Bakers; Fondis; Data Dynamics

Billings breakdown: Newspape 2%, magazines 5%, point of sale 29% free-standing inserts 11%, collatera materials 53%.

Top execs: W.R. Lipsky, president Vps—L.A. Quintman, creative; J.A Mitchell, operations; D.T. Sullivan new business. W. Westbo, creativ director. Employes: 31.

Phone: (609) 683-1177. ☑

Qually & Co., Chicago, reporte gross income of $401,335 in 1985 o billings of $3,280,000. In 1984, it re ported gross income of $422,875 o billings of $3,100,000. The agency di

Saatchi passes JWT Group in income

Saatchi & Saatchi Co. continued its upward spiral among agency groups in 1985, stepping ahead of JWT Group in world gross income with a 37% increase, but remaining distant to No. 1 Interpublic Group of Cos.

The Saatchi & Saatchi surge to No. 2 came primarily through acquisition and the inclusion of nonadvertising units only on the income side of the ledger. JWT Group remained No. 2 in terms of capitalized billings—which reflect only the advertising side of a group's performance—with $3.82 billion compared with Saatchi's $3.19 billion.

Unlike an agency's fee income, nonadvertising returns are not capitalized. Fees are capitalized by multiplying them by 6.67 to arrive at an equivalent to media billings. The multiplier treats the fee income as if it were the 15% commission earned from media billings.

Interpublic remained No. 1 in income and billings with $707.4 million and $4.75 billion, respectively, in 1985 for a year-to-year increase of 15% for both.

The Saatchi group piled up the gross income in nonagency acquisitions and activity, including returns from market research units, Yankelovich, Skelly & White and Clancy Shulman, and pr unit, Rowland Co. The group also purchased Grandfield Rork Collins, ranked the 20th largest agency in the U.K. going into 1985, and Hayhurst, No. 12 in Canada.

The agency units of Interpublic, relatively quiet for a number of years, have become active. The group's Marschalk Campbell-Ewald Worldwide unit broke up in the beginning of 1986 as Marschalk merged with Lowe Howard-Spink, the U.K. agency previously linked with Campbell-Ewald.

The resulting agency, named Lowe Marschalk, gathered several other Campbell-Ewald units around it to build a network with billings estimated at $550 million. Interpublic kept a 38.1% interest in the network.

Again at the first of the year, McCann-Erickson purchased Sieber & McIntyre, the Chicago medical agency that recorded gross income of $12.3 million on billings of $82.3 million in 1985.

The holding companies are not ranked in this issue because they are not agencies. The accompanying chart illustrates how they line up against agencies in this issue, many of which are their own subsidiaries.

Interpublic Group of Cos.

Interpublic, New York, reported gross income of $707,406,000, of which $366,708,000 was non-U.S. contributions, in 1985 on billings of $4,745,558,000. In 1984, it reported gross income of $615,356,000, of which $300,373,000 was non-U.S. contributions, on billings of $4,124,252,000.

The group did not break out its 1985 U.S. volume of $2,272,456,000 or 1984 U.S. volume of $2,100,936,000.

Included in the agency's figures were returns from agencies:
- McCann-Erickson
- McCann-Erickson Intl
- Campbell-Ewald Co.
- Campbell-Ewald Intl
- Lowe Marschalk
- Clinton E. Frank Inc.
- SSC&B Inc.
- SSC&B:Lintas Intl
- Dailey & Associates.

Effective Jan. 1, 1986, Lowe Marschalk Worldwide was formed as a joint venture between Interpublic and Lowe Howard-Spink U.K. The new network consists of the Lowe Howard-Spink Marschalk agency in London, many of the former Campbell-Ewald Intl agencies and an interest in Lowe Marschalk in the U.S. The new network is publicly traded on the London Stock Exchange under the Lowe Howard-Spink & Bell plc name.

Top execs: Philip H. Geier Jr., chmn-ceo; Eugene P. Beard, exec vp, finance, operations, cfo. Senior vps—Edward A. Garba, treasurer; Edwin A. Kiernan Jr., genl counsel, secretary; C. Kent Kroeber, human resources; Charles A. Mittelstadt, Center for Advertising Services; Henry Strock, controller; Arthur E. Wilen, devel, professional services.

Employes: 13,026 in 1985 compared with 12,745 in 1984.

JWT Group

JWT Group, New York, reported gross income of $572,077,000, of which $217,393,000 was non-U.S. contributions, in 1985 on billings of $3,817,376,000. In 1984, it reported gross income of $531,161,000, of which $218,236,000 was non-U.S. contributions, on billings of $3,543,728,000.

The group's 1985 U.S. volume of $2,365,745,000 and 1984 U.S. volume of $2,087,208,000 was all in media.

Included in the agency's figures were returns from subsidiaries:
- J. Walter Thompson USA with offices in Atlanta, Chicago, Detroit, Los Angeles, New York, San Francisco and Washington
- Brouillard Communications with offices in New York and Pittsburgh
- Thompson Recruitment Advertising with headquarter in Los Angeles and offices in 25 major cities
- Lord, Geller, Federico, Einstein with offices in New York and Boca Raton, Fla.
- Simmons Market Research Bureau, New York
- Hill & Knowlton Inc. with offices in Chicago, Los Angeles, New York and Washington.

U.S. billings breakdown: Newspapers 9.1%, magazines 14.1%, medical journals 1.1%, radio (network and spot) 5.5%, network tv 34.8%, spot tv 19.8%, cable tv 1.3%, outdoor 1.2%, business papers, farm publications and transit advertising 1.4%, direct mail 0.9%, other 10.8%.

Top execs JWT Group: Don Johnston, chmn, ceo, chmn of exec committee; Hugh P. Connell, exec vp, secretary; Glen A. Dell, exec vp, finance and admin; Denis Lanigan, vice-chmn and ceo, J. Walter Thompson Co.; Loet A. Velmans, chmn, president and ceo, Hill & Knowlton Inc.; Kenneth A. Drucker, senior vp-treasurer; Ronald A. Kovas, exec vp.

Employes: 9,800 worldwide in 268 offices; 4,600 in the U.S. in 99 offices.

Phone: (212) 210-7000.

Mickelberry Corp.

Mickelberry Corp., New York, is comprised of C&W Group, Laurence, Charles, Free & Lawson, New York, and Calvillo, Shevack & Partners, New York. Combined, the three reported gross income of $91,121,000 in 1985 on billings of $626,900,000. In 1984, the group reported gross income of $96,050,000 on billings of $655,000,000.

The agency's 1985 U.S. volume consisted of $528,800,000 in media, $53,900,000 in materials and services and $44,200,000 in capitalized fees. Its 1984 estimated U.S. volume consisted of $556,700,000 in media, $56,500,000 in materials and services and $41,800,000 in capitalized fees.

During the year, the four Cunningham & Walsh agencies were placed under C&W Group, New York. LCFL added the surname of Tom Lawson. Mr. Lawson came over from then Rosenfeld, Sirowitz & Lawson as president.

The McDonald's business soon followed from RS&L. Calvillo, Shevack & Partners is the merger of LCF&S and Nadler & Larimer. Both Arch Nadler and Robert Larimer, founders, retired with the merger. LCF&S had spun off from Laurence, Charles & Free, in 1983, taking with it the Adidas sports shoes business.

Top execs: James Marlas, founder, chmn; Richard J. Diamond, president; Franklin D. Roosevelt Jr., chm of exec committee.

Saatchi & Saatchi Co. plc

Saatchi & Saatchi Co. plc, New York, reported gross income of $583,879,900, of which $271,231,900 was non-U.S. contributions, in 1985 on billings of $3,190,813,100. In 1984, it reported gross income of $426,201,241, of which $209,495,908 was non-U.S. contributions, on billings of $2,390,350,018.

The group's 1985 U.S. volume was $1,418,340,000 and its 1984 U.S. volume was $1,152,662,333. Volume figures were not broken down.

Included in the agency's figures were returns from subsidiaries:
- Saatchi & Saatchi Compton Worldwide, which includes two big entities Saatchi & Saatchi Compton, New York, and Saatchi & Saatchi Group U.K., the latter including nine agencie throughout the U.K.
- Rumrill-Hoyt, New York
- Fairfax, New York
- Cochrane Chase, Livingston, New York
- Klemtner, New York
- McCaffrey & McCall, New York
- Irv Koons Associates, New York
- Mayo Infurna Design, New York
- Hoffman York, New York
- Kleid Co., New York
- Hay Group (advertising only), New York
- Yankelovich, Skelly & White, New York
- Clancy Shulman, Westport, Conn.
- Rowland Co., New York
- BTD Directory Management
- Agencies in more than 40 countrie outside the U.S. and the U.K.

Saatchi during 1985 purchase Rowland Co., a leading pr firm in New York, and Hayhurst Advertising i Canada and Grandfield Rork Collins in the U.K. In February, 1986, its U.K subsidiary, Dorland Advertising merged with Dancer Fitzgerald Sampl to create DFS Dorland Worldwide The combined network has total billings of $1.2 billion. Also in February the principals at Saatchi's opinion research company, Yankelovich, Skelly & White, left to form their own research company as YS&W was bein merged into Clancy Shulman, Westport, Conn., another Saatchi company Clancy is involved in more traditiona market research, while YS&W assesse political and social change.

Saatchi & Saatchi Co. plc consolidates only on its income side the nonadvertising activity of the Hay Group a management consulting company.

Weightman Group

Weightman Group, Philadelphia formed in 1985, had estimated gros income of $11,000,000 in 1985 on billings of $80,100,000.

The group is an amalgam of:
- Weightman Inc., the Philadelphia agency
- Schaefer Advertising, Valley Forge
- Roska Direct Marketing, North Wales, Pa.
- Weightman PR, Philadelphia
- Woodward & Schaefer, Valley Forge.

Weightman Advertising is by far the dominant partner in the group with gross income of $6,650,000 in 1985 on billings of $50,825,000.

Top execs: Charles Coffey, chairman, ceo; John Goodchild, president coo; David Jordan, vice-chmn, cfo A.O. Schaefer, president, Schaefer Advertising; Jon Roska, president, Roska

Agency groups lead top agencies

($ in millions)

World rank	U.S. rank*	Group/Agency	World gross income 1985	% change 1985-1984	U.S. gross income 1985	% change 1985-1984
1	2	Interpublic Group of Cos.	$707.4	15.0	$340.7	14.9
2	4	Saatchi & Saatchi Co. plc	583.9	37.0	312.7	27.1
3	1	JWT Group	572.1	7.7	354.7	13.4
4	3	Young & Rubicam	536.0	11.7	340.6	5.4
5	5	Ogilvy Group	481.1	14.3	307.2	13.6
6	6	Ted Bates Worldwide	466.0	9.8	287.5	9.2
7	8	J. Walter Thompson Co.	450.9	8.8	251.2	15.8
8	13	Saatchi & Saatchi Compton Worldwide	440.9	30.6	169.7	7.8
9	7	BBDO International	377.0	10.8	274.0	16.6
10	17	McCann-Erickson	345.2	18.1	133.0	5.5

* Foote, Cone & Belding International is No. 9 with $213.7 million; D'Arcy Masius Benton & Bowles is No. 10 with $197.5 million; Grey Advertising is No. 11 with $183.2 million; Leo Burnett is No. 12 with $179.2 million; Doyle Dane Bernbach International is No. 14 with $168.8 million; Bozell & Jacobs/Kenyon & Eckhardt is No. 15 with $165.7 million; Marschalk Campbell-Ewald is No. 18 with $127.2 million

NOTE: Agency group Mickelberry Corp. ranked No. 20 worldwide and No. 16 in the U.S. among U.S. agencies with its gross income of $91.1 million in 1985; Weightman ranked No. 86 among both worldwide and U.S. agencies and groups with its gross income of $11 million.

not break out its volume.

In 1985, the agency gained: Business Volunteers for the Arts; *Crain's Chicago Business*; Forcrest Foods; Financial Shares Corp. It lost: Marsh Stencil Machine Co.

Billings breakdown: Newspapers 10%, magazines 5%, radio 20%, network tv 5%, spot tv 30%, business papers 10%, transit advertising 5%, point of sale 5%, direct mail 5%, other 5%.

Top execs: Robert Qually, president, creative director; Robb Ross, acct super; Michael Iva, media, rsch director; Fred Saleh, mktg; Holly Thomas, creative super. Employes: 8.

Phone: (312) 944-0237. ☑

L. Quillin & Associates, La Crosse, Wis., reported gross income of $207,687 in 1985 on billings of $1,240,750. In 1984, it reported gross income of $199,157 on billings of $1,129,607.

In 1985, it reported a net loss of $2,671, compared with net loss $15,773 in 1984.

The agency's 1985 U.S. volume of $1,240,750 consisted of $244,401 in media, $216,327 in materials and services and $780,022 in capitalized fees. Its 1984 U.S. volume of $1,129,607 consisted of $238,603 in media, $297,598 in materials and services and $593,406 in capitalized fees.

In 1985, the agency gained Klien Insurance Group; W.A. Roosevelt's, plumbing supplies; Cabinet Factory. It lost: Coulee State Bank; Winona Industries.

Billings breakdown: Newspapers 10%, magazines 15%, radio 15%, spot tv 12%, outdoor 2%, direct mail 10%, catalogs 33%.

Top execs: Lawrence J. Quillin, president; Wayne W. Krause, exec vp. Employes: 6.

Phone: (608) 788-8292. ☑

Quinn & Johnson/BBDO, Boston, a BBDO direct marketing subsidiary, reported gross income of $7,396,931 in 1985 on billings of $49,312,873. In 1984, it reported gross income of $7,172,577 on billings of $47,817,181.

The agency's 1985 U.S. volume consisted of $38,806,343 in media, $4,485,949 in materials and services and $6,020,581 in capitalized fees. Its 1984 U.S. volume consisted of $35,611,940 in media, $9,376,014 in materials and services and $2,829,227 in capitalized fees.

The agency plans to merge in September with Ingalls Associates, another Boston-based agency. The new agency will be called Ingalls, Quinn & Johnson. Included in the agency's figures were returns from subsidiary:

- Q&J/BBDO, Philadelphia

In 1985, the agency gained: Citizens Bank; Key Corp; First New Hampshire Banks; Knapp Shoes. It lost: Harvard University Press; Providence Journal Bull.

Billings breakdown: Newspapers 10%, magazines 20%, supplements 1%, radio 5%, network tv 10%, spot tv 17%, outdoor 1%, point of sale 3%, direct mail 3%, direct response newspapers 8%, direct response magazines 2%, production 20%.

Top execs: Richard C. Garrison, president; Edwin P. Carboni, exec vp. Employes: 110 in 2 offices.

Phone: (617) 262-5800.

Jules Rabin Associates, Valley Stream, N.Y., reported gross income of $795,000 in 1985 on billings of $4,650,000. In 1984, it reported gross income of $720,000 on billings of $4,200,000.

The agency's 1985 and 1984 U.S. volumes were all in media.

In 1985, the agency gained: Royalty Motors; WLIG-TV 55; Home Pride Industries; LeMarque Watch Co. It lost: Nassau Community College.

Top execs: Jules W. Rabin, president; Melvin Weber, exec vp; Melvin Kaplan, vp; Beatrice Mertz, comptroller. Employes: 19.

Phone: (516) 561-9160.

Quirks and quakes

Warwick, Welsh & Miller, No. 32 in 1976, has evolved into Warwick Advertising of today. Tragedy struck the agency in 1975 with the death of Robert Miller to pneumonia at the age of 47. John F Welsh retired in 1981 after 40 years with the agency, leaving John P. Warwick to solo. Warwick was head of the agency known as Warwick & Legler when Messrs. Miller and Welsh came aboard in 1972.

Rathke Blair Kerns & Frost, Rockford, Ill., reported gross income of $743,363 in 1985 on billings of $5,641,333. In 1984, it reported gross income of $823,080 on billings of $6,503,661.

The agency's 1985 U.S. volume consisted of $1,100,539 in media, $636,109 in materials and services and $3,904,685 in capitalized fees. Its 1984 U.S. volume consisted of $1,441,123 in media, $848,145 in materials and services and $4,214,393 in capitalized fees.

In 1985, the agency gained: Premier Financial Services; Karlberg European TanSpa, *Rockford Magazine*. It lost: United Bancorporation; CherryVale Mall; System Seven; Clock Tower Inn.

Billings breakdown: Newspapers 12%, magazines 14%, radio 15%, spot tv 14%, outdoor 11%, business papers 13%, farm publications 14%, direct mail 7%.

Top execs: Brian R. Blair, president; John A. Frost, exec vp. Employes: 11.

Phone: (815) 226-9130. ☑

David L. Rawle Associates, Charleston, S.C., had estimated gross income of $750,000 in 1985 on billings of $5,000,000. In 1984, it had estimated gross income of $713,000 on billings of $4,687,000.

Billings breakdown: Newspapers 21%, magazines 16%, radio 17%, spot tv 34%, outdoor 7%, point of sale 1%, direct mail 4%.

Top execs: David L. Rawle, president; Lee Leslie, vp; Linda Milam, media director; Dennis Heckler, art director. Employes: 18.

Phone: (803) 577-7327.

Red Barron Inc., Minnetonka, Minn., reported gross income of $1,811,600 in 1985 on billings of $16,144,300. The agency did not report for 1984.

The agency's 1985 U.S. volume consisted of $8,752,400 in media, $1,028,300 in materials and services and $6,363,600 in capitalized fees.

In 1985, the agency gained: Arby's; Country Club Markets; Fairmont Hydraulics; Komo Machine; Super Radiator. It lost: Wendy's (Minnesota); Pannekoeken Huis Restaurants; Jack & Jill; McKids.

Billings breakdown: Magazines 16%, radio 12, spot tv 71%, outdoor 1%.

Top exec: Barron B. Boe, president. Employes: 34.

Phone: (612) 933-2040. ☑

Reeds Farris Lewis & Maisel, Los Angeles, reported gross income of $1,033,494 in 1985 on billings of $6,637,190. In 1984, it reported gross income of $1,089,175 on billings of $7,196,214.

In 1985, it reported net income of $46,400, compared with $222,436 in 1984.

The agency's 1985 U.S. volume consisted of $1,393,459 in media, $976,927 in materials and services and $4,266,804 in capitalized fees. Its 1984 U.S. volume consisted of $1,281,466 in media, $984,786 in materials and services and $4,929,962 in capitalized fees.

In 1985, the agency gained: Damac Products, computer cabinetry; Eastern Cabinet & Furniture; MAG Security Products; Sierracin Thermal Systems; Terry Hinge & Hardware Co.; Zephyr Mfg. It lost: Anderson Desk; Mercury Aerospace Fasteners; Microdot Inserts, fasteners.

Billings breakdown: Newspapers 6%, magazines 13%, spot tv 4%, business papers 24%, point of sale 13%, direct mail 17%, catalogs 23%.

Top exec: Robert A. Reeds, president. Employes: 14.

Phone: (213) 874-2801.

Reimel Carter Advertising, Philadelphia, reported gross income of $2,450,000 in 1985 on reported billings of $16,100,000. In 1984, it reported gross income of $2,200,000 on billings of $14,525,000.

The agency's 1985 U.S. volume consisted of $9,015,000 in media, $1,422,000 in materials and services and $5,663,000 in capitalized fees. Its 1984 U.S. volume consisted of $8,791,000 in media, $1,472,000 in materials and services and $4,262,000 in capitalized fees.

In 1985, the agency gained: Acorn Devel Corp; Carey-Pacifico Limousine; Health Corp of America; World Life & Health Insurance Co. of Pa.; Mita Leasing Corp; Philadelphia Bar Assn; Bucks County Office Center. It lost: Liberty Bell Race Track; Keystone Race Track.

Billings breakdown: Newspapers 43%, magazines 4%, radio 31%, spot tv 15%, outdoor 6%, transit advertising 1%.

Top execs: T.L. Reimel, president; Edward P. Carter, exec vp. Vps—Laurence L. Bazar, finance, operations; Judith M. Titch, media director; Mark von Zech, art director. Senior vps—David M. Rackow, creative director; Karen L. Conner, acct service. Employes: 35

Phone (215) 735-3200.

Ribnick & Associates, Houston, reported gross income of $180,000 in 1985 on billings of $900,000. It did not report for 1984. In 1985, it had net income of $50,000.

Top exec: Jerry J. Ribnick, president. Employes: 7.

Phone: (713) 952-3089.

Rice+Woolward, San Francisco, reported gross income of $1,410,016 in 1985 on billings of $9,233,300. In 1984, it reported gross income of $672,806 on billings of $3,192,500.

The agency's 1985 U.S. volume consisted of $2,692,500 in media, $960,000 in materials and services and $5,580,800 in capitalized fees. Its 1984 U.S. volume consisted of $1,200,000 in media, $540,000 in materials and services and $2,651,300 in capitalized fees.

In 1985, the agency gained: Bay Area Cellular Telephone; MJB Coffee's "Spring Rice Promotion"; Datacopy, desktop publishing; R.C. Brown & Co., financial services.

Top execs: Kingsley L. Rice Jr., chmn; Iain Woolward, president. Employes: 15.

Phone: (415) 346-3100.

Richard & Edward's, New York, had estimated gross income of $9,200,000 in 1985 on billings of $61,000,000. In 1984, it had estimated gross income of $7,000,000 on billings of $46,000,000.

The agency's 1985 and 1984 U.S. volumes were all in media.

Included in the agency's figures were returns from subsidiary:

- Richard & Edward's PR

In 1985, the agency lost: Matchbox Toys; Riegel Textile Corp; Takara Corp.

Billings breakdown: Magazines 2%, network tv 8%, spot tv 90%.

Top execs: Richard Schwarzchild, president; Edward Mandrell, exec vp, creative director; Shelly Hirsch, senior vp, media director. Employes: 27.

Phone: (212) 557-1600.

Richardson, Myers & Donofrio, Baltimore, reported gross income of $8,295,000 in 1985 on billings of $53,500,000. In 1984, it reported gross income of $7,420,264 on billings of $49,468,425.

The agency's 1985 U.S. volume consisted of $36,500,000 in media, $9,950,000 in materials and services and $7,050,000 in capitalized fees. Its 1984 U.S. volume consisted of $34,590,705 in media, $9,772,869 in materials and services and $5,104,851 in capitalized fees.

In 1985, the agency gained: ICI Americas; Dept of Economic and Community Devel; State of Maryland; Wilmington Trust Co.; Bachman Co.; Delaware Distributors; Eagle's Eye; Waterford Crystal, pr. It lost: Rhone-Poulenc; Curtis Paper; Kirk-Stieff; A.S. Abell; Handy-Harman; Natl Fruit.

Billings breakdown: Newspapers 15%, magazines 33%, network tv 48%, outdoor 4%.

Top execs: Hal Donofrio, president. Exec vps—Tyson Janney; Chris Hartman, gm, pr. Senior vps—Jamie Rice, George Corrigan, co-mgrs (Philadelphia); J. Patrick McCaffrey, finance, admin; Dick Sands; Bill Nimtz. Lou Gunshol, creative director. Employes: 115 in 2 offices.

Phone: (301) 576-9000.

Robinson, Yesawich & Pepperdine, Orlando, reported gross income of $3,944,015 in 1985 on billings of $26,303,985. In 1984, it reported gross income of $2,754,749 on billings of $18,372,495.

The agency's 1985 U.S. volume consisted of $5,188,673 in media and $21,115,312 in capitalized fees. Its 1984 U.S. volume consisted of $3,361,220 in media and $15,011,275 in capitalized fees.

Included in the agency's figures were returns from offices in New York, Irvine, Tex., and Fort Myers, Fla.

In 1985, the agency gained: Belleview Biltmore Resort & Spa; Mississippi Mgmt; The Reach, resort; Wyndham Hotel Northwest Austin; Radisson Suite Resort; Holiday Inns; Condado Plaza Hotel & Casino.

Billings breakdown: Newspapers 15%, magazines 40%, supplements 15%, radio 5%, spot tv 5%, outdoor 5%, business papers 10%, direct mail 5%.

Top execs: John E. Robinson, chmn; Peter C. Yesawich, president; James Pepperdine, senior vp. Employes: 61 in 4 offices.

Phone: (305) 896-8787. ☑

Roggers, French & Co., Irvine, Cal., reported gross income of $1,558,988, of which $263,038 was non-U.S. contribututions, in 1985 on billings of $10,400,000. In 1984, it reported gross income of $1,322,313, of which $224,011 was non-U.S. contributions, on billings of $8,762,730.

The agency's 1985 U.S. volume of $8,641,000 consisted of $4,980,000 in media, $993,000 in materials and services and $2,668,000 in capitalized fees. Its 1984 U.S. volume of $7,211,112 consisted of $4,201,882 in media, $948,200 in materials and services and $2,061,030 in capitalized fees.

In 1985, the agency gained: Citicorp Retail Services; Ricci Silver. It lost: Micom Systems.

Billings breakdown: Newspapers 3%, magazines 42%, radio 13%, network tv 6%, spot tv 11%, cable tv 4%, outdoor 7%, business papers 7%, transit advertising 1%, point of sale 2%, direct mail 4%.

Top execs: William C. French, president. Vps—Carol L. Malek, admin; Charles Thomas, acct services; Jane Roggers, retail services; David McMichael, creative. Employes: 28 in 2 offices.

Phone: (714) 261-6122. ☑

Rolf Werner Rosenthal, New York, a subsidiary of Ogilvy Group, reported gross income of $8,415,000, of which $365,000 was non-U.S. contributions, in 1985 on billings of $56,000,000. In 1984, it reported gross income of $8,400,000, of which $360,000 was non-U.S. contributions, on billings of $55,900,000.

The agency's 1985 U.S. volume consisted of $9,575,000 in media, $8,575,000 in materials and services and $37,850,000 in capitalized fees. Its 1984 U.S. volume consisted of $13,200,000 in media, $7,200,000 in materials and services and $35,500,000 in capitalized fees. Its non-U.S. contributions only appeared in income.

Included in the agency's figures were returns from subsidiary:

- World Health Communications

In 1985, the agency gained: Marion Laboratories, Cardizem; Boehringer Ingelheim, Atrovent; Plough, Correctol, St. Joseph's Aspirin. It lost: Lederle Laboratories, Pipracil, Minocin.

Billings breakdown: Newspapers 2%, magazines 5%, medical journals 78%, radio 1%, spot tv 1%, cable tv 2%, point of sale 2%, direct mail 2%, telemarketing 2%, free-standing inserts 4%, other 1%.

Top execs: Rolf W. Rosenthal, chmn-ceo; Ronald J. Souza, president-coo; Charles W. Riegle, vice chmn, RWR, president, World Health Communications. Senior vps—Sylvio A. deRouin, creative director; Philip T. Brady, Thomas L. Harrison, client services; Stephen Haber, gm, World Health Communications. Employes: 104.

Phone: (212) 684-0909.

Rollheiser Holland Kahler Associates, Omaha, reported gross income of $1,800,000 in 1985 on billings of $12,000,000. It did report in 1984 or break out 1985 volume.

In 1985, the agency gained: HP Smith Ford; Old Mill Toyota; Natl Auto, a Saab, Subaru and Mazda dealer in Omaha.

Billings breakdown: Newspapers 20%, magazines 10%, radio 10%, spot tv 20%, outdoor 10%, business papers 30%.

Top execs: Jay Rollheiser, chmn; Richard D. Holland, vice-chmn; Jeffrey R. Kahler, president; Michael Deacon, senior vp; Gary Jeffords, Mary Rook, Robert Seitzer, Mary Cady, vps. Employes: 21.

Phone: (402) 592-7300.

Rose & Brosse Advertising, New York, reported gross income of $465,000 in 1985 on billings of $4,400,000. In 1984, it reported gross income of $300,000 on billings of $4,600,000.

The agency's 1985 U.S. volume consisted of $2,100,000 in media, $1,900,000 in materials and services and $4,000,000 in capitalized fees. Its 1984 U.S. volume consisted of $1,500,000 in media, $800,000 in materials and services and $2,300,000 in capitalized fees.

In 1985, the agency gained: Boston Properties; Rose Associates; Silverstein Properties; Staten Island Teleport; Orda Mgmt; Lincoln Equities; Israel Taub Properties; Mystic Office Center. It lost: ABKO Properties; Huberth & Peters Real Estate; Interior Design Center.

Billings breakdown: Newspapers 70%, magazines 15%, business papers 5%, direct mail 10%.

Top execs: Philip L. Rose, president. Exec vps—Leslie F. Brosse; Evelyn Rose, creative director. Vps—Krishna Kirk, media; Saundra Crane, mkt rsch. Mitchell Yerzy, asst to president; Mary Pavlicek, controller. Employes: 11.

Phone: (212) 686-1007. ☑

Ross Advertising, Peoria, Ill., reported gross income of $1,057,170 in 1985 on billings of $7,874,349. In 1984, it reported gross income of $1,259,060 on billings of $10,093,638.

In 1985, it had net income of $49,446, compared with $163,046 in 1984.

The agency's 1985 U.S. volume consisted of $1,245,619 in media, $717,996 in materials and services and $5,910,734 in capitalized fees. Its 1984 U.S. volume consisted of $2,000,000 in media, $1,200,000 in materials and services and $6,893,638 in capitalized fees.

In 1985, the agency gained: Bartlow Bros, Korn Top meat prods; Lamont, wicker housewares prods; Fluid Systems; Natl Seal Co.; Source Centers; Batterlite-Whitlock; Merchants Bancorp. It lost: Central States Coca-Cola Bottling Co.

Billings breakdown: Newspapers 8%, magazines 38%, radio 10%, spot tv 36%, outdoor 3%, farm publications 5%.

Top execs: A. Wayne Flittner, president. Exec vps—Ken Westerdale, creative director; Fred Kowalske, operations. Employes: 25.

Phone: (309) 691-4436.

Ruhr/Paragon, a merger in 1985 of Chuck Ruhr Advertising and Paragon Advertising & Public Relations, both of Minneapolis, reported gross income of $6,431,000 in 1985 on billings of $46,977,100.

The agency's 1985 U.S. volume consisted of $19,240,000 in media, $6,552,600 in materials and services and $21,184,500 in capitalized fees.

In 1984, Paragon reported gross income of $4,178,000 on billings of $30,343,000. Chuck Ruhr Advertising did not report for that year, although in 1983 it reported gross income of $2,820,000 on billings of $22,790,900.

The merged agency in 1985 gained: Bermans; Chabot Mgmt; Wendys Restaurants, Pannekoeken Huis Restaurants; G. Heileman-Schmidt beer; Twin City Federal; Dayton-Hudson, Target Stores div; Internatural Design; Crown Auto; Knutson Mortgage. It lost: Cub Foods; GNB Batteries; Our Own Hardware; Rogers Cablesystems; Sheldahl; Varitonic Systems; Keebler, new prod devel; Pillsbury Co., Tortino's Pizza, microwave prods; Schweigert.

Billings breakdown: Newspapers 20%, magazines 10%, radio 13%, network tv 30%, spot tv 12%, cable tv 2%, outdoor 5%, farm publications 2%, direct mail 2%, catalogs 2%, other 2%.

Top execs: Charles Ruhr, chmn; Robert Jones, president-ceo; E.L. Nelson, senior vp. Vps—Paul Jones, Robert Thacker, media directors; Jeffrey Novak, finance; Arleen Kulis, production services; George Fulton, director rsch; Bonnie Boomer, human resources; Roland Comstock, pr. Employes: 90.

Phone: (612) 332-4565.

Sacks & Rosen Advertising, New York, reported gross income of $5,470,000 in 1985 on billings of $31,000,000. In 1984, it reported gross income of $4,942,000 on billings of $28,000,000.

Total volume was in media for both years. Included in the agency's figures were returns from subsidiary:
- Response Strategems

In 1985, the agency gained: Autospa; Creative Specialties Ltd., Snoopy grooming aids; Dermablend Corrective Cosmetics; Sherle Wagner custom bath prods; Melville Corp, This End Up Furniture Corp. It lost: Hamilton Watch Co.

Billings breakdown: Newspapers 7%, magazines 35%, supplements 10%, radio 5%, spot tv 25%, business papers 3%, direct mail 10%, direct response newspapers 2%, direct response magazines 3%.

Top execs: Leonard Sacks, president; Michael Rosen, exec vp. Vps—David Griffing, Amy Gold, creative directors; Jonathan Bond, account services. Gerald Jacobs, comptroller; Bruce Bublick, director finance. Employes: 48.

Phone: (212) 986-4004.

Murray Salit & Associates, New York, reported gross income of $1,095,000 in 1985 on billings of $7,300,000. In 1984, it reported gross income of $930,000 on billings of $6,200,000.

The agency's 1985 U.S. volume consisted of $6,100,000 in media and $1,200,000 in materials and services. Its 1984 U.S. volume consisted of $5,200,000 in media and $1,000,000 in materials and services.

In 1985, the agency gained: Ellen Tracy, dresses; TTX Fabrics; American Traditions Neckwear; BASF Fibers. It lost: Lord West Formalwear.

Billings breakdown: Newspapers 5%, magazines spot tv 30%, business papers 10%, direct mail 5%.

Top execs: Murray H. Salit, president; Charles J. Auerbach, exec vp; Ben Zalman, secretary, treasurer. Employes: 14.

Phone: (212) 661-7300.

Quirks and quakes

Ammirati & Puris, No. 54 this year, was founded in 1973 as Ammirati (Ralph), Puris (Martin), AvRutick (Julian), 50% owned by its principals and 50% Y&R. AvRutick returned in 1979 to Y&R which by then had sold its half back to the principals. Ammirati and Puris are Carl Ally alumns.

Salvati Montgomery Sakoda, Santa Ana, Cal., reported gross income of $1,486,284 in 1985 on billings of $9,913,514. In 1984, it reported gross income of $1,097,712 on billings of $7,321,739.

In 1985, it had net income of $125,450, compared with $45,091 in 1984.

The agency's 1985 U.S. volume consisted of $402,101 in media, $2,878,932 in materials and services and $6,632,481 in capitalized fees. Its 1984 U.S. volume consisted of $346,913 in media, $2,367,977 in materials and services and $4,606,849 in capitalized fees.

In 1985, the agency gained: Yamaha Corp, electronic keyboard div; Weight Watchers Inc. (Orange, San Bernardino, Riverside, San Diego; Volt Temporary Services. It lost: Wynn Oil Co.; Vita Fresh Vitamins.

Billings breakdown: Newspapers 20%, magazines 20%, radio 15%, spot tv 10%, business papers 10%, point of sale 3%, direct mail 2%, catalogs 10%, other 10%.

Top execs: Philip J. Salvati, president; Scott A. Montgomery, Ken A. Sakoda, exec vps. Employes: 21.

Phone: (714) 966-0200. ☑

Sawyer Riley Compton, Gainesville, Ga., reported gross income of $1,637,916 in 1985 on billings of $18,558,491. In 1984, it reported gross income of $1,262,704 on billings of $15,802,038.

The agency's 1985 U.S. volume consisted of $5,515,797 in media, $1,857,531 in materials and services and $11,185,163 in capitalized fees. Its 1984 U.S. volume consisted of $4,933,124 in media, $1,547,943 in materials and services and $9,320,971 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- The Waters Group, project work
- Sawyer Riley Compton Public Relations

In 1985, the agency gained: AVL Scientific Corp; McKibbon Brothers; Chateau Elan; MITSDT Engineering & Shipbuilding Co.; Fieldale Corp; JSW Corp; Roper Pump Co. It lost: Atlantic Steel Co.

Billings breakdown: Newspapers 3%, magazines 1%, radio 15%, spot tv 24%, outdoor 1%, business papers 40%, farm publications 11%, point of sale 1%, direct mail 4%.

Top execs: L. Gordon Sawyer, chmn; Franklin C. Compton, president; Richard W. Riley, exec vp; S. Jack Waters, president, The Waters Group; Louis G. Sawyer, senior vp; Sandra K. Whitaker, Jim Steadman, vps. Employes: 36.

Phone: (404) 532-6285. ☑

Saxe Mitchell, Woodbury, N.Y., reported gross income of $425,000 in 1985 on billings of $2,807,000. In 1984, it reported gross income of $508,000 on billings of $3,345,000.

The agency's 1985 U.S. volume consisted of $2,640,000 in media and $167,000 in materials and services. Its 1984 U.S. volume consisted of $3,120,000 in media and $225,000 in materials and services.

In 1985, the agency gained: United Cerebral Palsey Center. It lost: 5-Boro Oldsmobile Dealers.

Billings breakdown: Newspapers 65%, magazines 5%, radio 5%, spot tv 20%, outdoor 2%, catalogs 3%.

Top exec: Mitchell Laub, president. Employes: 12.

Phone: (516) 364-9595.

Peter Scannell Inc., New York, reported gross income of $724,730 in 1985 on billings of $4,833,774. In 1984, it reported gross income of $262,000 on billings of $1,748,063.

The agency's 1985 U.S. volume consisted of $348,636 in materials and services and $4,485,141 in capitalized fees. Its 1984 U.S. volume consisted of $310,558 in materials and services and $1,437,505 in capitalized fees.

In 1985, the agency gained: Chemical Bank; Sears Roebuck & Co.; American Express Co., American Express Travel-Related Services, American Express Bank, Shearson Lehman Bros. It lost: Warren Gorham Lamont.

Billings breakdown: Newspapers 10%, magazines 10%, collateral 80%.

Top execs: Peter Scannell, Carol Savage, David Lee, principals. Employes: 7.

Phone: (212) 947-3822.

Schaefer Advertising, Valley Forge, Pa., part of the Weightman Group, Philadelphia, reported gross income of $3,800,000 in 1985 on billings of $25,350,000. In 1984, it reported gross income of $3,300,000 on billings of $20,300,000.

The agency's 1985 U.S. volume consisted of $11,380,000 in media, $2,330,000 in materials and services and $11,640,000 in capitalized fees. Its 1984 U.S. volume consisted of $8,700,000 in media, $1,750,000 in materials and services and $9,850,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary:
- Woodward & Schaefer, pr

In 1985, the agency gained: Bell Atlantic, Sorbus div; Applied Computer Products; Trane Air Conditioning; Beacon Hospitality; Medifac; Phytec; Princeton Graphic Systems; FMC, automotive services div; Thomas Jefferson Hospital.

Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, network tv 8%, business papers 35%, direct mail 12.

Top execs: A.O. Schaefer Jr., president. Vps—Frank McDonald, creative director; Charles Ferrare, Thomas F. O'Neill, mgmt supers; Helene Sperka, broadcast production; Ernest G. Felici, gm; John Ciotti, treasurer; Donald Racer, media director. Jim Bruno, president, Woodward & Schaefer. Employes: 65.

Phone: (215) 254-7000.

Scharer Associates, Great Neck, N.Y., had estimated gross income of $1,444,000 in 1985 on billings of $9,627,540. In 1984, it had estimated gross income of $1,327,000 on billings of $8,849,620.

The agency's 1985 U.S. volume consisted of $7,213,000 in media and $2,414,540 in capitalized fees. Its 1984 volume consisted of $6,942,000 in media and $1,907,620 in capitalized fees.

Not included in the agency's figures were returns from subsidiaries:
- GNP Mgmt, mktg consultants
- Mktg Promotion Associates
- Jayne Associates, sales promo

In 1985, the agency gained: Fenton Mktg Associates.

Billings breakdown: Newspapers 18%, point of sale 2%, direct mail 30%, catalogs 2%, direct response magazines 36%, free-standing inserts 12%.

Top execs: Si Scharer, president; Vivian Scharer, exec vp; Porter Wilson, treasurer; Jonathan Scharer, creative director; Clare Baird, acct exec. Employes: 17.

Phone: (516) 829-8400. ☑

Scharfberg & Associates, Jenkintown, Pa., reported gross income of $1,750,000 in 1985 on billings of $11,527,650. In 1984, it reported gross income of $1,475,000 on billings of $9,809,700.

The agency's 1985 U.S. volume consisted of $9,050,000 in media, $510,000 in materials and services and $1,967,650 in capitalized fees. Its 1984 U.S. volume consisted of $8,004,000 in media, $405,000 in materials and services and $1,400,700 in capitalized fees. In 1985, the agency gained: Wholesale Furniture Distributors; Family Health Care. It lost: Pirelli Tires; Servico, hotel mgmt; Showcase Stores.

Billings breakdown: Newspapers 20%, magazines 5%, radio 20%, spot tv 30%, cable tv 5%, outdoor 3%, business papers 2%, transit advertising 2%, point of sale 5%, direct mail 5%, telemarketing 3%.

Top execs: Sheldon Scharfberg, president; R.S. Menapce Jr., exec vp; Doug Scharfberg, vp. Employes: 27.

Phone: (215) 885-7050. ☑

Schein/Blattstein Advertising, New York, reported gross income of $1,590,000 in 1985 on billings of $14,943,400. In 1984, it reported gross income of $1,510,000 on billings of $14,351,150.

The agency's 1985 U.S. volume consisted of $3,942,000 in media, $5,532,000 in materials and services and $5,469,4000 in capitalized fees. Its 1984 U.S. volume consisted of $3,886,000 in media, $5,496,000 in materials and services and $4,969,150 in capitalized fees.

The agency did not consolidate subsidiary:
- SBA Lists, mailing list management and brokerage

In 1985, the agency gained: New York Yankees; Petroleum Mgmt; *Florida Trend; Georgia Trend.* It lost: Sailor Publications; Miningham & Oellerich.

Billings breakdown: Newspapers 20%, magazines 20%, radio 5%, spot tv 15%, business papers 5%, transit advertising 5%, direct mail 30%.

Top execs: Eliot DeY. Schein, president; Joel J. Blattstein, exec vp. Employes: 14.

Phone: (212) 758-1555. ☑

Schenkein & Associates, Englewood, Colo., reported gross income of $1,802,000 in 1985 on billings of $12,195,000. In 1984, it reported gross income of $1,406,000 on billings of $9,575,000.

In 1985, it reported net income of $57,000, compared with $58,000 in 1984.

The agency's 1985 U.S. volume consisted of $927,000 in media, $62,000 in materials and services and $11,206,000 in capitalized fees. Its 1984 U.S. volume consisted of $720,000 in media, $671,000 in materials and services and $9,575,000 in capitalized fees.

In 1985, the agency gained: *The Denver Post*; Dain Bosworth, brokerage; Colorado Lottery; Intrawest Banks; Hunter Douglas, window coverings; MINIBANK, automatic tellers; Oxford Properties. It lost: PWP Homes; Inventive Packaging; World of Computers.

Billings breakdown: Newspapers 10.3%, magazines 8.8%, radio 15.4%, spot tv 21.9%, outdoor 8.9%, transit advertising 7.0%, point of sale 3.7%, direct mail 13%, catalogs 11%.

Top execs: Robert A. Schenkein, president. Vps—Carl R. Kay, pr; Jeanne E. Hathaway, creative. Employes: 33.

Phone: (303) 790-1773. ☑

Schey Advertising, Houston, had estimated gross income of $3,450,000 in 1985 on billings of $23,000,000. The agency did not provide figures for 1984.

In 1985, the agency gained: Capital Bank; Careflex Corp; Century Investments; J.T. McCord; Monarch Homes.

Billings breakdown: Newspapers 14%, magazines 6%, radio 15%, tv 34%, outdoor 3%, business papers 1%, point of sale 5%, direct mail 5%, collateral 17%.

Top execs: Richard Schey, chmn; Jack S. Hamilton, president. Employes: 38.

Phone: (713) 522-8300.

Jerome H. Schmelzer & Associates, Cleveland, reported gross income of $194,600 in 1985 on billings of $1,789,410. In 1984, it reported gross income of $136,500 on billings of $1,407,920.

In 1985, it had net income of $30,100, compared with $1,400 in 1984.

The agency's 1985 U.S. volume consisted of $224,000 in media, $78,000 in materials and services and $1,487,410 in capitalized fees. Its 1984 U.S. volume consisted of $163,000 in media, $71,000 in materials and services and $1,173,920 in capitalized fees.

In 1985, the agency gained: Gross Builders; Forest City-Babin Co.; Dyer-Rothenfeld Financial Corp; Cleveland Trade Network; Crusader Office Products; Transcon Builders.

Billings breakdown: Newspapers 21%, magazines 18%, radio 23%, business papers 8%, transit advertising 1%, direct mail 7%, catalogs 4%.

Top exec: Jerome H. Schmelzer, president. Employes: 10.

Phone: (216) 696-5550. ☑

Ken Schmidt Co., Milwaukee, reported gross income of $1,425,000 in 1985 on billings of $8,995,000. In 1984, it reported gross income of $1,415,000 on billings of $8,031,000.

The agency's 1985 U.S. volume consisted of $4,767,500 in media, $1,875,700 in materials and services and $2,351,800 in capitalized fees. Its 1984 U.S. volume consisted of $3,942,000 in media, $1,822,500 in materials and services and $2,266,500 in capitalized fees.

In 1985, the agency gained: Toyota Industrial Engine Operations; 3M Animal Care prods; Solvay Veterinary; Custom Farm Seed, waxy corn, dent corn, soybeans, alfalfa, variety nutrient consulting. It lost: Andis Co.

Billings breakdown: Newspapers 2%, magazines 56%, radio 2%, spot tv 2%, farm publications 29%, direct mail 5%, free-standing inserts 4%.

Top execs: Kenneth W. Schmidt, chmn-ceo; Cecil M. Hunt, president. Employes: 28.

Phone: (414) 224-0210.

Scott & Scott Advertising, Northbrook, Ill., reported gross income of $30,000 in 1985 on billings of $200,000. The agency did not report for 1984.

The agency's 1985 U.S. volume was all in media.

Billings breakdown: Newspapers 50%, magazines 30%, business papers 20%.

Top exec: R.J. Scott, president. Employes: 2.

Phone: (312) 564-4488. ☑

Sefton Associates, Grand Rapids, Mich., had estimated gross income of $2,600,000 in 1985 on billings of $17,540,000. In 1984, it had estimated gross income of $2,400,000 on billings of $16,206,000.

The agency's 1985 U.S. volume consisted of $3,000,000 in media, $1,200,000 in materials and services and $13,340,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,000,000 in media, $1,200,000 in materials and services and $12,006,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Sefton Associates Public Relations
- Sefton Assoicates Employe Communications Safety Incentive Programs

In 1985, the agency gained: Westinghouse Furniture Systems; Peet Packing Co.; Saint Mary's Health Services. It lost: Whiting Corp; Danly Machine Corp; Process Equipment Corp.

Billings breakdown: Newspapers 5%, magazines 42%, radio 7%, network tv 5%, spot tv 12%, cable tv 1%, outdoor 2%, transit advertising 2%, point of sale 3%, direct mail 18%, catalogs 3%.

Top execs: G. William Sefton, chmn; James E. Stevens, president; David D. Teater, Guy E. Greene, exec vps; Gary W. Petertyl, Rudolph N. Carlson Jr., Michael W. Nickel, Richard T. Lang, senior vps. Employes: 41 in 2 offices.

Phone: (616) 957-0600.

Semel/Kaye & Co., Northbrook, Ill., reported gross income of $900,263 in 1985 on billings of $6,225,419. In 1984, it reported gross income of $822,581 on billings of $5,660,694.

In 1985, it had net income of $400,393, compared with $393,152 in 1984.

The agency's 1985 U.S. volume consisted of $615,932 in media, $1,723,252 in materials and services and $3,886,235 in capitalized fees. Its U.S. in 1984 volume consisted of

$384,324 in media, $1,544,712 in materials and services and $3,731,658 in capitalized fees.

The agency did not consolidate Semel/Kaye Public Relations or Semel/Kaye Outdoor.

In 1985, the agency gained: Dynapro; Cutter Furniture; Foremost Machinery Co.; Brunswick Corp. GPE Controls div; Jameson Home Products Co.; Firex Corp.; QL Inc.; Geo. T. Schmidt Co.; Product Identification Corp. It lost: Airways Car Rentals.

Billings breakdown: Newspapers 5%, medical journals 5%, outdoor 5%, business papers 20%, Yellow Pages 3%, direct mail 20%, catalogs 22%, telemarketing 5%, other 15%.

Top execs: Richard L. Kaye, president-chmn; Charles E. Semel, vice chmn. Employes: 20.

Phone: (312) 564-8860.

Shaffer/MacGill & Associates, Chicago, reported gross income of $1,742,345 in 1985 on billings of $11,787,046. In 1984, it reported gross income of $1,572,311 on billings of $9,777,312.

The agency's 1985 U.S. volume consisted of $5,209,540 in media, $2,060,342 in materials and services and $4,517,164 in capitalized fees. Its 1984 U.S. volume consisted of $4,612,720 in media, $1,455,085 in materials and services and $3,709,507 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- CoAMS, co-op adv/admin inquiry tracking analysis

In 1985, the agency gained: Applied Power, automotive collision repair and service equipment; Dorman Products, automotive and hardware accessories; Dupli-Color Products Co., touch-up paints; Everco Industries, automotive cooling, heating & power steering parts; IPC/HUTH, exhaust system prods and equipment. Co-op adv for Kohler Co., bathroom prods; SK Tools; Soft Sheen prods; 3M, co-op adv for automotive and household prods. It lost: Turtle Wax, co-op adv.

Billings breakdown: Newspapers 20%, magazines 5%, radio 15%, spot tv 20%, business papers 30%, point of sale 2%, Yellow Pages 2%, direct mail 6%.

Top execs: Jerome B. Shaffer, president. Senior vps—Bert Grout, acct services; Larry Heisler, creative; Dick Jones, field services. Gms—Rick Lattanzio, CoAMS; Renne Dulkin, foreign language. Employes: 41 in 2 offices.

Phone: (312) 467-0920. ☒

Shaller Rubin & Winer, New York, reported gross income of $4,630,000 in 1985 on billings of $30,400,000. In 1984, it reported gross income of $4,570,000 on billings of $29,900,000.

The agency's 1985 U.S. volume consisted of $18,600,000 in media, $5,600,000 in materials and services and $6,290,000 in capitalized fees. Its 1984 U.S. volume consisted of $18,400,000 in media, $5,500,000 in materials and services and $6,000,000 in capitalized fees.

In 1985, the agency gained: Halley Optical Corp; Licor 43; NTX Industries; Citibank, special assignment; Becton Dickinson Inc., public safety div; Jermar Beer Importing Co. It lost: Excel Wood prods.

Billings breakdown: Newspapers 5%, magazines 10%, supplements 5%, radio 15%, network tv 10%, spot tv 45%, cable tv 5%, business papers 5%.

Top execs: Mel Rubin, Milt Shaller, co-chmns; Arnold Winer, president-ceo; Mike Reid, exec vp, creative director. Senior vps—Noreen Kremer, finance; Peter Noto, creative director. Vps—Ben Garrett, mktg; Alan Hamburger, creative services; Robert St[illegible]ch, media director. Employes: 45.

Phone: (212) 598-6900.

Sharp Hartwig, Seattle, reported gross income of $1,895,630 in 1985 on billings of $13,347,184. In 1984, it reported gross income of $1,342,135 on billings of $7,278,940.

The agency accounted for $13,200,000 of total billings in 1985 and $8,400,000 in 1984. The remainder came from consolidated subsidiaries:

- Sharp Hartwig Public Relations
- Sharp Hartwig Direct
- Sharp Hartwig Video

In 1985, the company reported a net income of $100,054, compared with $48,204 in 1984.

The 1985 U.S. volume consisted of $9,209,849 in media, materials and services and $4,137,335 in capitalized fees. The 1984 U.S. volume consisted of $5,227,535 in media, materials and services and $2,051,405 in capitalized fees.

In 1985, the agency gained: CX Systems, photofinishing equipment and service; Bio-Control; Seattle Steel; Downtown Seattle Assn.; INTERMEC Corp; Cemro Co., real estate; Farwest Taxi; RESOLVE, drug/alcohol rehabilitation; SuperShirts; American Chamber Life Insurance, group health insurance; Seattle Art Museum. It lost: COMM+Systems; DATA I/O.

Billings breakdown: Newspapers 9%, magazines 55%, radio 9%, spot tv 3%, cable tv 0.5%, outdoor 0.9%, business papers 0.6%, farm publications 0.3%, transit advertising 2%, point of sale 0.7%, direct mail 18%, catalogs 1%.

Top execs: David L. Sharp, president; Cynthia Hartwig, exec vp, creative director; Richard M. Pattison, coo. Employes: 35 in 1 offices.

Phone: (206) 282-6242. ☒

Sheldon Fredericks Advertising, New York, reported gross income of $553,000 in 1985 on billings of $5,296,370. In 1984, it reported gross income of $482,000 on billings of $5,297,945.

In 1985, it reported a net income of $103,000, compared with $101,000 in 1984.

The agency's 1985 U.S. volume consisted of $3,067,000 in media, $822,000 in materials and services and $1,407,370 in capitalized fees. Its 1984 U.S. volume consisted of $3,345,000 in media, $888,000 in materials and services and $1,064,945 in capitalized fees. In 1985, the agency gained: Sunbeam Structures, greenhouse mfr.

Billings breakdown: Newspapers 30%, magazines 22%, radio 12%, network tv 4%, spot tv 17%, business papers 6%, direct mail 9%.

Top exec: Frederick S. Schwartz, president. Employes: 19.

Phone: (212) 867-0110. ☒

Shepler & Co., Hickory, N.C., reported gross income of $372,060 in 1985 on billings of $2,092,817. In 1984, it reported gross income of $79,791 on billings of $1,340,345.

In 1985, it reported net income of $190,782, compared with $32,340 in 1984.

The agency's 1985 U.S. volume consisted of $269,328 in media, $272,774 in materials and services and $1,550,715 in capitalized fees. Its 1984 U.S. volume consisted of $107,335 in materials and services and $1,233,010 in capitalized fees.

Billings breakdown: Business papers 35%, point of sale 15%, direct mail 5%, catalogs 45%.

Top execs: Larry B. Shepler, president-ceo; Judith B. Shepler, exec vp. Senior vps—Douglas J. Mohl, creative director; Donald C. Jackman, acct services. Employes: 6.

Phone: (704) 322-5807. ☒

Sherwood & Schneider, New York, had estimated gross income of $3,570,000 in 1985 with billings of $23,800,000. In 1984, it had estimated gross income of $3,470,000 with billings of 23,100,000.

The agency's 1985 U.S. volume consisted of $21,800,000 in media and $2,000,000 in materials and services. Its 1984 U.S. volume consisted of $21,100,000 in media and $2,000,000 in materials and services.

In 1985, the agency gained: El Greco, Crayons Apparel. It lost: Walt Disney.

Billings breakdown: Newspapers 6%, magazines 30%, radio 5%, network tv 6%, spot tv 46%, cable tv 1%, outdoor 2%, business papers 1%, direct mail 3%.

Top execs: Marvin Schneider, chmn-ceo; Lew Sherwood, president; Brendan Hawk, exec vp; Edward Zurndorfer, Carl Bielby, seniors vps. Employes: 40.

Phone: (212) 486-8800.

Shipley Associates, Wilmington, Del., reported gross income of $681,475 in 1985 on billings of $4,517,940. In 1984, it reported gross income of $636,710 on billings of $4,221,190.

The agency's 1985 U.S. volume consisted of $1,820,000 in media, $150,000 in materials and services and $2,547,940 in capitalized fees. Its 1984 U.S. volume consisted of $1,700,000 in media, $140,000 in materials and services and $2,381,190 in capitalized fees.

In 1985, the agency gained: American Express Credit Corp; Formosa Plastics Corp.

Billings breakdown: Newspapers 31%, magazines 5%, radio 20%, spot tv 10%, cable tv 5%, outdoor 4%, business papers 3%, transit advertising 1%, direct mail 2%, free-standing inserts 19%.

Top execs: Samuel L. Shipley, president; Norman Borish, exec vp; Geraldine M. Hutchison, senior vp; Jack Parry, vp. Employes: 12.

Phone: (302) 652-3051. ☒

Siddall, Matus & Coughter, Richmond, reported gross income of $2,710,620 in 1985 on billings of $15,221,254. In 1984, it reported gross income of $1,821,274 on billings of $13,849,466.

In 1985, it had net income of $144,670, compared with $94,695 in 1984.

The agency's 1985 U.S. volume consisted of $9,253,857 in media, $2,529,192 in materials and services and $3,438,205 in capitalized fees. Its 1984 U.S. volume consisted of $6,839,973 in media, $1,640,890 in materials and services and $5,368,603 in capitalized fees.

Included in the agency's figures were returns from the public relations office in McLean, Va.

In 1985, the agency gained: First American Savings Bank. It lost: Sperry Corp electronic systems, recruitment adv program.

Billings breakdown: Newspapers 28%, magazines 22%, radio 17%, spot tv 31%, outdoor 2%.

Top execs: John N. Siddall, chmn-ceo; Stanley Matus, president; Peter J. Coughter Jr., exec vp; Donna Weaver, senior vp. Employes: 43 in 2 offices.

Phone: (804) 788-8011. ☒

Siesel Co., New York, had estimated gross income of $2,300,000 in 1985 on billings of $15,007,100. In 1984, it had estimated gross income of $2,100,000 on billings of $13,750,600.

The agency's 1985 U.S. volume consisted of $5,420,000 in media, $920,000 in materials and services and $8,667,100 in capitalized fees. Its 1984 U.S. volume consisted of $5,030,000 in media, $850,000 in materials and services and $7,870,600 in capitalized fees.

In 1985, the agency gained: Wilderness Log Homes; Van Pelt Furniture; Falcon Products; Iittala Finnish Glass; Jiffy Lube Intl; Stik-Trim Industries. It lost: IDCNY; Forox Corp.

Billings breakdown: Newspapers 13%, magazines 44%, radio 5%, business papers 30%, point of sale 4%, catalogs 4%.

Top execs: Alfred J. Siesel, president; Daniel Siesel, exec vp. Senior vps—Roger Kafka; Frances Lyons; Claire Coleman, director pr. Employes: 35.

Phone: (212) 759-6500.

Silberman Whitebrow Dolan, Philadelphia, reported gross income of $1,890,000 in 1985 on billings of $12,600,000. In 1984, it reported gross income of $1,530,000 on billings of $10,200,000.

The agency's 1985 U.S. volume consisted of $7,450,000 in media, $1,250,000 in materials and services and $3,900,000 in capitalized fees. Its 1984 U.S. volume consisted of $4,935,000 in media, $2,665,000 in materials and services and $2,600,000 in capitalized fees.

In 1985, the agency gained: Atlantic Capital Resources; Baldwin Piano & Organ Co.; Bell Savings Bank; Weight Watchers of Eastern Pennsylvania; Coronation Cultured Pearls, Health-Win Co. It lost: Rustler Steak Houses; HMO Pennsylvania/New Jersey.

Billings breakdown: Newspapers 7%, magazines 8%, supplements 2%, radio 19%, spot tv 48%, cable tv 1%, outdoor 8%, business papers 3%, transit advertising 2%, point of sale 1%, direct response tv 1%.

Top execs: Eli Silberman, president; Leo J. Dolan Jr., exec vp; Harold Smith Ziebelman, senior vp. Employes: 22.

Phone: (215) 665-1202. ☒

Simms & McIvor, Bound Brook, N.J., reported gross income of $1,767,000 in 1985 on billings of $12,187,000. In 1984, it reported gross income of $1,642,000 on billings of $11,350,000.

The agency's 1985 U.S. volume consisted of $936,000 in media, $1,813,000 in materials and services and $9,438,000 in capitalized fees. Its 1984 U.S. volume consisted of $612,000 in media, $1,733,000 in materials and services and $9,005,000 in capitalized fees.

The agency did not consolidate its subsidiary:

- Synergetics, venture interagents

In 1985, the agency gained: Medical Economics; Becton Dickinson, Vacutainer div; Wampole Diagnostics; Schering Veterinarian; Reliance Insurance.

Billings breakdown: Magazines 25%, cable tv 2%, point of sale 5%, direct mail 13%, catalogs 2%, telemarketing 3%, sales aids 50%.

Top execs: Patrick J. McIvor, president; Gene E. Holle, exec vp, acct services. Vps—Doug Barton, creative director; Stan Cohen production. Employes: 36.

Phone: (201) 560-1410. ☒

Simons Michelson Zieve, Troy, Mich., reported gross income of $3,300,000 in 1985 on billings of $18,450,000. In 1984, it reported gross income of $2,950,000 on billings of $16,557,000.

The agency's 1985 U.S. volume consisted of $12,378,000 in media, $1,505,825 in materials and services and $4,566,175 in capitalized fees. Its 1984 U.S. volume consisted of $11,372,000 in media, $1,275,000 in materials and services and $3,910,000 in capitalized fees.

In 1985, the agency gained: Ladbroke Racing Corp; Jackson Alliance for Business; Ziebart Corp; Sentry Mortgage Corp; Mickey Thompson Entertainment Group. It lost: NuVision.

Billings breakdown: Newspapers 24%, magazines 14%, radio 20%, spot tv 30%, outdoor 6%, transit advertising 1%, point of sale 2%, Yellow Pages 2%, direct mail 1%.

Top execs: Morton Zieve, chmn; James A. Michelson, president; Evelyn J. Keller, exec vp. Employes: 50.

Phone: (313) 649-5600. ☒

Skirboll & Garber Advertising, Pittsburgh, reported gross income of $859,498 in 1985 on billings of $6,975,201. In 1984, it reported gross income of $783,450 on billings of $5,766,565.

The agency's 1985 U.S. volume consisted of $4,605,000 in media, $907,697 in materials and services and $1,462,504 in capitalized fees. Its 1984 U.S. volume consisted of $3,816,900 in media, $683,820 in materials and services and $1,265,845 in capitalized fees.

In 1985, the agency gained: Amarraca Food Stores; Merry Oldsmobilers (Rochester); Cherrington Inn & Conference Center; Pittsburgh Technical Institute; Pittsburgh's Automobile Trade Assn. It lost: Triangle Tech Schools.

Billings breakdown: Newspapers 30%, radio 15%, spot tv 45%, other 10%.

Top execs: Stanley G. Skirboll, president; George E. Garber, exec vp. Vps—William David Kosick, director pr; Gilbert Barrington, director sales promo; Andrea London, creative director. Employes: 18.

Phone: (412) 471-1090. ☒

Slater Hanft Martin, New York, reported gross income of $5,847,000 in 1985 on billings of $38,981,000. In 1984, it reported gross income of $5,414,000 on billings of $36,093,300.

The agency's 1985 U.S. volume consisted of $31,007,600 in media, $5,228,900 in materials and services and $2,744,500 in capitalized fees. Its 1984 U.S. volume consisted of $28,710,700 in media, $4,534,000 in materials and services and $2,848,600 in capitalized fees.

In 1985, the agency gained: Cushman & Wakefield; Dreyfus Corp; 575 Fifth Avenue Associates; Lifetime, cable tv network; Oral Rsch Laboratories; Renwick of Canada, fine leather goods; Sidari Corp, imported pasta and specialty foods; Takara Toys Corp, Robotic Time Machines. It lost: Citibank Focus; Konica U.S.A.

Billings breakdown: Newspapers 9%, magazines 33%, radio 4%, network tv 47%, spot tv 6%, cable tv 1%.

Top execs: Gerald Martin, chmn; Adam Hanft, president, creative director. Exec vps—Donald Slater, creative director; Gary Roberts, coo. William J. Lahr III, senior vp-cfo. Employes: 56.

Phone: (212) 674-3100.

Smith, Badofsky & Raffel, Chicago, reported gross income of $1,369,970 in 1985 on billings of $15,824,024. In 1984, it reported gross income of $934,987 on billings of $8,370,299.

The agency's 1985 U.S. volume consisted of $6,108,409 in media, $2,205,008 in materials and services and $7,510,607 in capitalized fees. Its 1984 U.S. volume consisted of $2,899,788 in media, $1,257,932 in materials and services and $4,212,579 in capitalized fees.

In 1985, the agency gained: WMAQ-TV; Great Frame Up Systems; Roosevelt University; *Chicago* magazine; Natl Housewares Mfg Assn. It lost: Coe Laboratories; The Suitery; Plywood Minnesota (Ill.).

Billings breakdown: Newspapers 24%, magazines 5%, supplements 1%, radio 22%, spot tv 35%, outdoor 1%, business papers 5%, transit advertising 2%, point of sale 1%, direct mail 4%.

Top execs: Robert J. Smith, president; Jack Badofsky, vp-creative director; William D. Raffel, exec vp. Employes: 25.

Phone: (312) 661-1500.

Smith Burke & Azzam, Baltimore, reported gross income of $4,700,000 in 1985 on billings of $37,100,000. In 1984, it reported gross income of $4,500,000 on billings of $33,500,000.

In 1985, it had net income of $900,000, compared with $1,200,000 in 1984.

The agency's 1985 U.S. volume consisted of $15,780,000 in media, $2,900,000 in materials and services and $18,420,000 in capitalized fees. Its 1984 U.S. volume consisted of $12,300,000 in media, $2,600,000 in materials and services and $18,600,000 in capitalized fees.

In 1985, the agency gained: Playboy Intl, *Playboy* magazine; News World Communication, *Insight* magazine; W. Bell & Co.; Inabnit Communications, *European Travel, Life* magazine; Western Development. It lost: Marriott/Roy Rogers.

Billings breakdown: Newspapers 8.1%, magazines 2%, supplements 0.5%, radio 9%, network tv 16%, spot tv 49%, outdoor 2.6%, business papers 1.5%, point of sale 0.5%, direct mail 10.8%.

Top execs: Joseph McD. Burke, chmn; Barry L. Smith, president; Eugene Azzam, exec vp, creative director. Senior vps—Roger L. Gray, cfo; Graham V. Kirk, director mktg; Jeffrey

Millman, creative director. Employes: 51.

Phone: (301) 727-4306. ☑

Smith Greenland, New York, reported gross income of $6,190,000 in 1985 on billings of $41,020,000. In 1984, it reported gross income of $6,050,000 on billings of $40,099,000.

The agency's 1985 U.S. volume consisted of $30,663,300 in media, $3,620,000 in materials and services and $6,736,700 in capitalized fees. Its 1984 U.S. volume consisted of $29,920,000 in media, $3,910,000 in materials and services and $6,269,000 in capitalized fees.

In 1985, the agency gained: New York City Industrial Devel Agency, public finance. It lost: Wellington Importers; Kidde, Farberware div.

Billings breakdown: Newspapers 20%, magazines 41.4%, radio 5.2%, spot tv 10.3%, outdoor 10.2%, business papers 3.7%, transit advertising 1%, direct mail 2.7%, other 5.5%.

Top execs: Leo Greenland, chmn, ceo; Norman Goluskin, president; Murray Platte, Bert Rosenberg, exec vps. Senior vps—Oscar Haffner, cfo; Murray Klein, creative director; Harry Wenthen, acct service; Beryl Seidenberg, media; Grace Healey, rsch. Employes: 100.

Phone: (212) 757-3200.

Smith, Kaplan, Allen & Reynolds Advertising, Omaha, reported gross income of $1,350,770 in 1985 on billings of $9,005,145. In 1984, it reported gross income of $1,194,022 on billings of $7,960,150.

The agency's 1985 U.S. volume consisted of $6,354,345 in media, $1,342,553 in materials and services and $1,308,247 in capitalized fees. Its 1984 U.S. volume consisted of $6,034,849 in media, $1,176,260 in materials and services and $749,041 in capitalized fees.

In 1985, the agency gained: Omaha Airport Authority; Bluffs Run, dog track; Western Devel Corp; Freezer Services; Peony Park, amusement park; Dataline. It lost: Smith Enterprises.

Billings breakdown: Newspapers 10%, magazines 13%, radio 15%, network tv 5%, spot tv 30%, outdoor 5%, business papers 3%, farm publications 2%, transit advertising 1%, point of sale 2%, Yellow Pages 1%, direct mail 1%, other 12%.

Top execs: H. Wayne Smith, president, treasurer; Ronald N. Kaplan, exec vp, secretary. Employes: 38.

Phone: (402) 330-0110.

J. Richard Smith Ltd., Old Bethpage, N.Y., had estimated gross income of $2,900,000 in 1985 on billings of $19,200,000. In 1984, it had estimated gross income of $2,150,000 on billings of $14,196,030.

The agency's 1985 U.S. volume consisted of $12,000,000 in media, $1,500,000 in materials and services and $5,789,560 in capitalized fees. Its 1984 U.S. volume consisted of $8,015,000 in media, $785,000 in materials and services and $5,396,030 in capitalized fees.

In 1985, the agency gained: Bank of Babylon; Consumer Vitamins; Bernie's, retail; Country Respiratory; A&O Surgical. It lost: L.I. Hondas; Salvage City.

Billings breakdown: Newspapers 29%, magazines 13%, supplements 7%, radio 17%, spot tv 19%, cable tv 2%, point of sale 1%, direct mail 7%, free-standing inserts 5.

Top execs: Gerald Smith, president; Wayne Gastman, senior vp; Sandra Smith, secretary, treasurer; Michael Smith, vp-acct services. Employes: 29.

Phone: (516) 293-8700.

Smith & Yehle, Kansas City, Mo., reported gross income of $803,928 in 1985 on billings of $5,362,200. In 1984, it reported gross income of $944,964 on billings of $6,302,910.

The agency's 1985 U.S. volume consisted of $1,926,086 in media, $1,048,808 in materials and services and $2,387,306 in capitalized fees. Its 1984 U.S. volume consisted of $2,195,017 in media, $1,260,030 in materials and services and $2,847,863 in capitalized fees.

In 1985, the agency gained: Gas Service of Kansas City. It lost: AmeriSource, retail computer stores; UTS-Midwest Group.

Billings breakdown: Newspapers 15%, magazines 6%, supplements 1%, radio 25%, spot tv 38%, outdoor 2%, point of sale 1%, direct mail 12%.

Top execs: Karl J. Yehle, president; Harold Smith, chmn. Employes: 20.

Phone: (816) 842-4900. ☑

Soderberg & Associates, Seattle, reported gross income of $695,909 in 1985 on biliings of $5,397,448. In 1984, it reported gross income of $591,327 on billings of $4,270,130.

In 1985, it had net income of $57,904, compared with a net loss of $21,181 in 1984.

The agency's 1985 U.S. volume consisted of $2,857,627 in media, $910,280 in materials and services and $1,629,541 in capitalized fees. Its 1984 U.S. volume consisted of $1,969,284 in media, $1,237,568 in materials and services and $1,063,278 in capitalized fees.

In 1985, the agency gained: Computer Mgmt Services; University Chevrolet; Vance Hotels. It lost: KTZZ-TV; Southgate Ford.

Billings breakdown: Newspapers 9%, magazines 15%, radio 33%, spot tv 18%, cable tv 13%, outdoor 3%, transit advertising 3%, point of sale 5%, catalogs 1%.

Top exec: P. Stanley Soderberg. Employes: 15.

Phone: (206) 285-2070. ☑

Soghigian & Macuga Advertising, Washington D.C., reported gross income of $1,582,602 in 1985 on billings of $10,058,020. In 1984, it reported gross income of $844,592 on billings of $6,968,610.

In 1985, it had net income of $109,121, compared with $86,046 in 1984.

The agency's 1985 U.S. volume consisted of $9,102,350 in media, $482,100 in materials and services and $473,570 in capitalized fees. Its 1984 U.S. volume consisted of $6,400,150 in media, $315,000 in materials and services and $253,460 in capitalized fees.

Included in the agency's figures were returns from its office in New York City.

In 1985, the agency gained: Inter-Continental Hotels; Willard Hotel; Meritor Savings Bank; Rouse Co. It lost: Jim Coleman Cadillac; AudioKrafters; Fort Magruder Inn.

Billings breakdown: Newspapers 20%, magazines 20%, radio 10%, spot tv 10%, point of sale 5%, direct mail 10%, direct response newspapers 15%, direct response magazines 10%.

Top execs: Harant Soghigian, chmn; Sarah A. Macuga, president; Bill Hilderbrand, cfo. Vps—Tom Simmons, Jim Higgins, assoc creative directors; Jess Johnson, acct mgr. Employes: 22 in 2 offices.

Phone: (202) 337-5151. ☑

Sommer Inc., Paramus, N.J., reported gross income of $1,600,000 in 1985 on billings of $10,663,650. In 1984, it reported gross income of $1,473,800 on billings of $9,827,700.

In 1985, it had net income of $282,400, compared with $265,284 in 1984.

The agency's 1985 U.S. volume consisted of $5,147,000 in media, $2,215,000 in materials and services and $3,301,650 in capitalized fees. Its 1984 U.S. volume consisted of $4,690,000 in media, $2,002,000 in materials and services and $3,135,700 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Sommer Public Relations
- Sommer Marketing Research

In 1985, the agency gained: Brother Intl, computer printer; HHB Softron, computer printer. It lost: Unimax Switch.

Billings breakdown: Newspapers 7%, magazines 89%, spot tv 2%, outdoor 2%.

Top execs: Bernard Sommer, president; Dominic Mauro, exec vp; William Brennan, vp. Employes: 22.

Phone: (201) 587-9707. ☑

Neal Spelce Communications, Austin, Tex., reported gross income of $1,189,300 in 1985 on billings of $7,928,700. In 1984, it reported gross income of $1,345,800 on billings of $8,974,800.

The agency's 1985 U.S. volume consisted of $2,197,300 in media, $1,149,500 in materials and services and $4,581,900 in capitalized fees. Its 1984 U.S. volume consisted of $2,048,100 in media, $1,278,400 in materials and services and $5,648,300 in capitalized fees.

Top execs: Neal Spelce, chmn-ceo; William Bennett Spelce, vice chmn; Carolyn Buford, C. Lynn Dobson, Lloyd Sheep, vps; D. Childress, creative director. Employes: 30.

Phone: (512) 476-4644.

Spencer Bennett Nowak, Seekonk, Mass., reported gross income of $2,450,000 in 1985 on billings of $16,543,000. In 1984, it reported gross income of $1,557,000 on billings of $10,441,000.

The agency's 1985 U.S. volume consisted of $3,274,000 in media, $2,644,000 in materials and services and $10,625,000 in capitalized fees. Its 1984 U.S. volume consisted of $2,434,000 in media, $2,117,000 in materials and services and $5,890,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- SBN-Public Relations
- SBN-Marketing

In 1985, the agency gained: Hardigg Industries; Monsanto Polymer prods; NEPTCO; Amperex; Avanti Communications; GE Datel; SAB Nife; Weslock. It lost: Davis-Standard; Windmoeller & Hoelscher Corp.

Billings breakdown: Newspapers 5%, magazines 10%, radio 2%, business papers 40%, Yellow Pages 2%, direct mail 5%, catalogs 36%.

Top execs: Sheldon D. Spencer, chmn; Edward G. Nowak Jr., president; Richard E. Donnelly, exec vp; Glenn M. Spencer, senior vp. Employes: 55 in 2 offices.

Phone: (617) 336-5801. ☑

Franklin Spier Inc., New York, a subsidiary of BBDO International, reported gross income of $3,030,000 in 1985 on billings of $20,210,000. In 1984, it reported gross income of $3,014,000 on billings of $20,094,000.

The agency's 1985 U.S. volume consisted of $13,209,000 in media, $2,452,000 in materials and services and $4,549,000 in capitalized fees. Its 1984 U.S. volume consisted of $12,630,000 in media, $2,628,000 in materials and services and $4,836,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Spier/BBDO

In 1985, Franklin Spier gained: Avon Books. Spier/BBDO gained: New World Pictures; Roundabout Theatre Co. Franklin Spier lost: St. Martins Press; Berkeley Publishing.

Billings breakdown: Newspapers 40%, magazines 19%, radio 10%, network tv 2%, spot tv 6%, cable tv 1%, outdoor 2%, business papers 5%, transit advertising 2%, point of sale 2%, direct mail 3%, direct response newspapers 3%, direct response magazines 5%.

Top execs: Franklin Spier—Alix Nelson, president-ceo; David Cathers, exec vp, director client services. Vps—Robert Adler, cfo; Dorsey Gray, mgmt super; Robert Grekin, director print and broadcast production; Philip Cimo, exec art director; Kenneth Atkatz, assoc creative director. Spier/BBDO—Tom Wells, president; George Grant, vp-acct mgr, creative super. Employes: 41.

Phone: (212) 679-4441.

Spiro & Associates, Philadelphia, reported gross income of $6,470,000 in 1985 on billings of $52,516,000. In 1984, it reported gross income of $6,301,000 on billings of $51,270,000.

The agency's 1985 U.S. volume consisted of $16,534,560 in media, $5,795,440 in materials and services and $30,186,000 in capitalized fees. Its 1984 U.S. volume consisted of $15,960,000 in media, $5,216,000 in materials and services and $30,094,000 in capitalized fees.

In 1985, the agency gained: Infotron; Greenwood Corp; Star States Mortgage Corp; Comcast; Pinehurst Hotel & Country Club; Morgard, pr; Suburban Genl Hospital; Reliance Insurance Group. It lost: First Pennsylvania Bank; Princess Hotels.

Billings breakdown: Newspapers 22%, magazines 24%, radio 17%, spot tv 23%, outdoor 2%, business papers 6%, Yellow Pages 2%, direct mail 4%.

Top execs: Walter A. Spiro, chmn-ceo; Harry A. Egbert, vice chmn; Norman R. Tissian, president; Nelson M. Fellman Jr., Gerald D. Oakes, exec vps. Senior vps—Timothy S. Denison; Gordon G. Lawrence; H. Robert Lesnick; Bernice Slosburg; Herbert Smith; Robert L. Wolf; Charles Bofinger, asst to the chmn. Employes: 104.

Phone: (215) 923-5400.

Starmark, Chicago, reported gross income of $2,750,300 in 1985 on billings of $16,407,631. In 1984, it reported gross income of $1,818,765 on billings of $10,914,000.

The agency's 1985 U.S. volume consisted of $4,875,000 in media, $1,932,500 in materials and services and $9,600,131 in capitalized fees. Its 1984 U.S. volume consisted of $3,296,500 in media, $1,214,300 in materials and services and $9,600,131 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Adfacts, research/inquiry fulfillment
- Studio on Franklin
- Starmark Public Relations Group

The agency also consolidated returns from its office in Denver.

In 1985, the agency gained: Ball Aerospace Systems Divisions; Honeywell Digital Product Center; ITW/Linx; Illinois Tool Works, Magnflux div: Honeywell Singai Procession Technologies; Natl Marine Manufacturers Assn; HNG/Internorth, Norchem div. It lost: BBC Metrawatt Goerz.

Billings breakdown: Newspapers 2%, magazines 24%, radio 3%, spot tv 3%, business papers 8%, point of sale 4%, Yellow Pages 5%, direct mail 14%, catalogs 10%, direct response newspapers 4%, telemarketing 3%, free-standing inserts 4%, research-sales literature 16%.

Top execs: Dan L. Estes, ceo-creative director; Peggy Nordeen, president. Vps—Matthew P. Geyer, partner, acct services; Dennis J. Faltis, acct services; Sue Ann Hoover, acct services (Denver). Employes: 30 in 2 offices.

Phone: (312) 922-3388. ☑

Steele, Stoltz & Associates, Pocatello, Ida., reported gross income of $359,890 in 1985 on billings of $3,015,679. In 1984, it reported gross income of $302,637 on billings of $1,766,548.

In 1985, it reported net income of $27,006.

The agency's 1985 U.S. volume consisted of $902,203 in media, $358,068 in materials and services and $1,755,408 in capitalized fees. Its 1984 U.S. volume consisted of $664,803 in media, $210,343 in materials and services and $891,402 in capitalized fees.

In 1985, the agency gained: McDonald's (southeast Idaho); George Martin Textiles; Twin Falls Bank & Trust Co.

Billings breakdown: Newspapers 10.8%, magazines 35.4%, radio 26.1%, spot tv 25.6%, outdoor 2.1%.

Top execs: Kenneth F. Stoltz, president; James F. Steele, chran. Employes: 8.

Phone: (208) 233-7206. ☑

Stephan & Brady, Madison, reported gross income of $2,161,069 in 1985 on billings of $16,628,470. In 1984, it reported gross income of $2,114,524 on billings of $15,471,640.

The agency's 1985 U.S. volume consisted of $4,260,572 in media, $1,506,430 in materials and services and $10,861,468 in capitalized fees. Its 1984 U.S. volume consisted of $4,242,783 in media, $1,420,355 in materials and services and $9,808,502 in capitalized fees.

In 1985, the agency gained: Wisconsin Dairies. It lost: Wisconsin Dept of Business Devel.

Billings breakdown: Newspapers 21%, magazines 10%, medical journals 2%, supplements 1%, radio 6%, spot tv 16%, outdoor 1%, business papers 23%, farm publications 2%, point of sale 3%, direct mail 9%, catalogs/collateral 6%.

Top execs: Hugh Brady, chmn-ceo; Jack Ragel, president-coo; Frank Fueger, senior vp. Employes: 40.

Phone: (608) 241-4141.

Stern Advertising, Pepper Pike, O., had estimated gross income of $3,750,000 in 1985 on billings of $25,000,000. In 1984, it had estimated gross income of $3,450,000 on billings of $23,000,000. The agency did not break out volume for either year.

Top execs: William J. Stern, president; Tom Traynor, Jim Cohan, senior vps. Employes: 55.

Phone: (216) 464-4850.

Stern/Monroe Advertising, Dallas, reported gross income of $4,600,000 in 1985 on billings of $30,700,000. In 1984, it reported gross income of $4,243,000 on billings of $28,300,000.

The agency did not provide volume breakdowns.

In 1985, the agency gained: Holiday Inn, Crowne Plaza Hotels div; Frito-Lay; Fuddruckers Hamburger Restaurants; Murray Financial Corp; Republic Health Corp; Johnson & Johnson, Surgikos div. It lost: Pizza Inn Restaurants.

Billings breakdown: Newspapers 15%, magazines 35%, radio 10%, network tv 20%, spot tv 20%.

Top execs: Lawrence N. Stern, president; Jim Hradecky, creative director; Lee Andrews, Michael Gallant, Barbara Pijot, Tom Stumpf, acct supers; Tom Bolger, media director; Mac Young, print production mgr; Paula Jarrell, broadcast production mgr; Fran Vinson, mgr-accounting; Mary O'Brien, mgr-admin. Employes: 52.

Phone: (214) 871-7171. ☑

Stern Walters/Earle Ludgin, Chicago, a subsidiary of Ted Bates, reported gross income of $3,834,862 in 1985 on billings of $30,709,101. In 1984, it reported gross income of $4,184,135 on billings of $32,387,647.

The agency's 1985 U.S. volume consisted of $14,919,048 in media, $3,237,213 in materials and services and $12,552,840 in capitalized fees. Its 1984 U.S. volume consisted of $17,008,627 in media, $2,951,363 in materials and services and $12,427,657 in capitalized fees.

In 1985, the agency gained: Radio Steel Mfg Co.; Spring Air Co., mattresses. It lost: Elkay Mfg. Co.; Squirt & Co.

Billings breakdown: Newspapers 3%, magazines 18%, radio 15%, network tv 17%, spot tv 40%, outdoor 1%, business papers 6%.

Top execs: Gerald J. Stern, chmn; William Quigley Jr., president; Don Costello, vice-chmn, director creative services; Eileen M. Healy, exec vp, finance, admin. Senior vps—Richard Bach, director mktg, rsch services; William Casey, Maryanne Friend; Scott Schiave; William Thomas, mgmt reps. Kathleen Harrington, vp-creative director; Al Pierce, creative director; Don Kaminsky, media director. Employes: 66 in 2 offices.

Phone: (312) 642-4990.

STG Marketing Communications, Fairfield, Conn., reported gross income of $1,061,000 in 1985 on billings of $7,513,000. In 1984, it reported gross income of $1,060,000 on billings of $7,098,088.

In 1985, it reported net income of $51,075, compared with $51,108 in 1984.

The agency's 1985 U.S. volume consisted of $1,510,195 in media, $986,967 in materials and services and $5,015,840 in capitalized fees. Its 1984 U.S. volume consisted of $2,138,520 in media, $298,200 in materials and services and $4,661,368 in capitalized fees.

Billings breakdown: Newspapers 5%, medical journals 5%, radio 5%, business papers 85%.

Top execs: George Tibbau, president; Edwin Galog, Bob Grunenwald, George Crosby, vps. Employes: 20.

Phone: (203) 579-1640.

Stiegler, Wells & Brunswick, Bethlehem, Pa., had estimated gross income of $1,880,000 in 1985 on billings of $9,646,853. In 1984, it had estimated gross income of $1,420,000 on billings of $8,394,300.

In 1985, it reported net income of $4,809, compared with a net loss of $20,460 in 1984.

The agency's 1985 U.S. volume consisted of $1,528,373 in media, $1,267,664 in materials and services and $6,850,816 in capitalized fees. Its 1984 U.S. volume consisted of $1,353,856 in media, $1,199,025 in materials and services and $5,841,419 in capitalized fees.

In 1985, the agency gained: Barebo; Binney & Smith; Cybotech; Easton Hospital; Pennsylvania Medical Society; Philips Electronics Instruments; Victaulic Co. of America; Warren Communications. It lost: Security Bank & Trust.

Billings breakdown: Newspapers 8%, magazines 36%, radio 6%, spot tv 5%, outdoor 2%, point of sale 3%, direct mail 8%, collateral 18%, audio visual 12%, trade show 2%.

Top execs: Ernie G. Stiegler, chmn; Daniel C. Wells, president; Paul E. Brunswick, Ernie R. Stiegler, exec vps; Michael J. Chomik, senior vp. Employes: 36.

Phone: (215) 866-0611. ☑

Stogel Cos., New York, formerly Philip Stogel Inc., had estimated gross income of $2,350,000 in 1985 on billings of $15,097,439. In 1984, it had estimated gross income of $2,300,000 on billings of $14,711,170.

The agency's 1985 U.S. volume consisted of $10,069,802 in media, $3,177,637 in materials and services and $1,850,000 in capitalized fees. Its 1984 U.S. volume consisted of $9,601,150 in media, $3,440,020 in materials and services and $1,670,000 in capitalized fees.

Figures only include those of former Stogel agency. Stogel Cos. now includesSweet & Co., Mount Morris, Ill., with which Stogel merged in 1985. Stogel will assume all billings and operatings of Sweet Group the end of 1986. During 1985, Stogel signed working agreements with J. Scarkino Co. of Pasadena, Cal., and Intermart Systems of Tokyo.

In 1985, the agency gained: Turnbury Commons; Rocoton Corp; Ventura Travelware.

Billings breakdown: Newspapers 8%, magazines 45%, supplements 2%, radio 4%, network tv 10%, spot tv 2%, outdoor 3%, transit advertising 7%, point of sale 2%, direct mail 2%, production 15%.

Top exec: Ray Solomon, senior vp. Employes: 40.

Phone: (212) 302-5500.

Stolz Advertising Co., St. Louis, reported gross income of $3,212,129 in 1985 on billings of $19,471,484. In 1984, it reported gross income of $2,786,631 on billings of $16,303,666.

The agency's 1985 U.S. volume consisted of $14,975,039 in media, $1,958,843 in materials and services and $2,537,602 in capitalized fees. Its 1984 U.S. volume consisted of $11,565,939 in media, $1,726,942 in materials and services and $3,010,785 in capitalized fees.

Included in the agency's figures were returns from offices in St. Louis, Springfield, Mo., and Bloomington, Ill.

In 1985, the agency gained: Admiral, entertainment and dining center; Brod-Dugan, paint, wallpaper and home improvements; Cabot, Cabot & Forbes; Laclede Communications; Movies To Go; Mills Properties.

Billings breakdown: Newspapers 5%, magazines 6%, radio, tv 86%, outdoor 3%.

Top execs: John F. Eyler, chmn; Glennon D. Jamboretz, president; Marvin I. Gold, exec vp, director of creative services. Employes: 59 in 3 offices.

Phone: (314) 863-0005.

Stone, August & Co., Birmingham, Mich., reported gross income of $2,710,000 in 1985 on billings of $17,800,089. In 1984, it reported gross income of $1,840,995 on billings of $14,930,820.

The agency's 1985 U.S. volume consisted of $8,743,717 in media, $2,346,932 in materials and services and $6,709,440 in capitalized fees. Its 1984 U.S. volume consisted of $6,854,069 in media, $2,053,448 in materials and services and $6,023,303 in capitalized fees.

In 1985, the agency gained: N.B.D. Affiliates; Weight Watchers (Louisiana, Jacksonville, Ottawa, Arkansas); Rath BlackHawk Bacon & Hams; Health Alliance Plan. It lost: Phar-Mor; Mackinac Hotel; Guaranty Federal Savings.

Billings breakdown: Newspapers 32%, magazines 1%, radio 11%, spot tv 56%.

Top execs: Ronald Stone, chmn; James August, president. Exec vps—Tom Ficher, gm; William Ford, creative director. Sandra Grossman, treasurer. Senior vps—Harry Goldberg; Dick Sabaugh, director pr. Employes: 40.

Phone: (313) 646-9200. ☑

Stone & Simons Advertising, Southfield, Mich., reported gross income of $4,035,545 in 1985 on billings of $24,390,000. In 1984, it reported gross income of $2,438,120 on billings of $16,080,000.

The agency's 1985 U.S. volume consisted of $16,310,890 in media, $3,688,416 in materials and services and $4,390,694 in capitalized fees. Its 1984 U.S. volume consisted of $10,990,658 in media, $1,852,030 in materials and services and $3,237,312 in capitalized fees.

Included in the agency's figures were returns from its office in Chicago.

In 1985, the agency gained: Bil Mar Foods; Lever Bros., Butter Match brand; Wendy's Intl (Chicago, Milwaukee, Madison, Fond Du Lac markets). It lost: Security Bank.

Billings breakdown: Newspapers 9%, magazines 7%, radio 18%, network tv 26%, spot tv 18%, cable tv 1%, outdoor 1%, business papers 3%, transit advertising 1%, point of sale 0.5%, Yellow Pages 0.5%, direct mail 5.0%, catalogs 3%, direct response newspapers 3%, direct response magazines 0.5%, free-standing inserts 3.5%.

Top execs: Charles G. Stone, president-ceo; Sarah Martin, treasurer; Christopher Gaffield, Robert Sorock, exec vps, acct services. Employes: 54 in 2 offices.

Phone: (312) 358-4800.

Storey Berman & Freer, Chicago, reported gross income of $980,000 in 1985 on billings of $6,822,000. In 1984, it reported gross income of $755,000 on billings of $5,034,000.

The agency's 1985 U.S. volume consisted of $4,807,000 in media, $1,060,000 in materials and services and $955,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,400,000 in media, $794,000 in materials and services and $840,000 in capitalized fees.

In 1985, the agency gained: Avery Intl, Thermark div; Ibico Inc.

Billings breakdown: Newspapers 10%, magazines 25%, radio 15%, spot tv 20%, business papers 25%, direct mail 5%.

Top execs: Jane C. Storey, Robert A. Berman, William B. Freer, directors. Employes: 14.

Phone: (312) 822-9715.

Sturm Communications, Chicago, reported gross income of $1,398,100 in 1985 on billings of $9,435,100. In 1984, it reported gross income of $1,117,300 on billings of $8,325,900.

The agency's 1985 U.S. volume consisted of $627,200 in media, $919,600 in materials and services and $7,888,300 in capitalized fees. Its 1984 U.S. volume consisted of $496,700 in media, $932,000 in materials and services and $6,897,200 in capitalized fees.

In 1985, the agency gained: AT&T Medical Diagnostic Systems, COMMVIEW; American Annson, Annsonlink; Medical Credit Corp, Healthline; Compass Healthcare Plans; North Mississippi Medical Center; United Health Services; Memorial Medical Center; East Liverpool City Hospital. It lost: Ingalls Memorial Hospital.

Billings breakdown: Newspapers 33%, magazines 13%, radio 21%, spot tv 18%, outdoor 10%, transit advertising 5%.

Top execs: Arthur C. Sturm Jr., president-ceo; David C. Loveland, vp-director acct services; Ken Lavetter, creative director; Steven R. Braver, director finance, admin. Employes: 25.

Phone: (312) 943-1881.

Sullivan Higdon & Sink, Wichita, reported gross income of $2,398,018 in 1985 on billings of $18,992,064. In 1984, it reported gross income of $1,923,697 on billings of $14,746,958.

The agency's 1985 U.S. volume consisted of $3,774,022 in media, $2,403,585 in materials and services and $12,814,457 in capitalized fees. Its 1984 U.S. volume consisted of $2,351,348 in media, $2,766,702 in materials and services and $9,628,908 in capitalized fees.

In 1985, the agency gained: Dixon Industries, mowers; Koch Engineering Co.; Jeppesen Sanderson, aviation manuals; Lasertrak, flight planning and navigation computers. It lost: American Water Purification; Capital Systems; Health Care Plus; Fiskars, Screwball div; United Beechcraft of Wichita.

Billings breakdown: Newspapers 11%, magazines 0.5%, radio 1.7%, spot tv 5.3%, outdoor 3.5%, business papers 77.5%, transit advertising 0.5%.

Top execs: Wendell R. Sullivan, Allan K. Higdon, B. Vaughn Sink, exec committee members. Employes: 48.

Phone: (316) 263-0124. ☑

Summit Advertising, Norfolk, Va., reported gross income of $783,739 in 1985 on billings of $3,449,008. In 1984, it reported gross income of $653,819 on billings of $2,559,375.

The agency's 1985 U.S. volume consisted of $1,044,719 in media, $368,832 in materials and services and $2,035,457 in capitalized fees. Its 1984 U.S. volume consisted of $848,093 in media, $311,870 in materials and services and $1,399,412 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Summit Research

In 1985, the agency gained: American Kitchen Co; Seamodal; Parkway Pontiac/Volvo/Isuzu; Coastal Virginia Bank; Electronic Computer Programming Institute; Electronic Systems. It lost: Equity Industries.

Billings breakdown: Newspapers 25%, magazines 15%, radio 10%, spot tv 25%, cable tv 3%, outdoor 15%, direct mail 5%, free-standing inserts 2%.

Top execs: Harry E. Padgett, chmn; J. Edward Watson III, president. Employes: 15.

Phone: (804) 625-1677. ☑

Sutton Communications, New York, reported gross income of $1,700,000, of which $200,000 was non-U.S. contribututions, in 1985 on billings of $14,000,000. In 1984, it reported gross income of $1,600,000, of which $200,000 was non-U.S. contributions, on billings of $11,000,000.

The agency's 1985 U.S. volume of $14,000,000 consisted of $1,500,000 in media, $1,000,000 in materials and services and $10,000,000 in capitalized fees. Its 1984 U.S. volume of $11,000,000 consisted of $1,000,000 in media, $500,000 in materials and services and $800,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Infocus, special projects/consulting

It also consolidated its office in Northbrook, Ill.

In 1985, the agency gained: Abbott Diagnostics; Abbott Laboratories; Ayerst Intl; Lifetime Medical TV.

Billings breakdown: Magazines 5%, medical journals 50%, direct mail 30%, collateral material 15%.

Top execs: Glenn DeSimone, president; Norton Bramesco, exec vp; Stan Dornfest, Kinton Hall, Nancy Larsen, Steve Spittel, vps; Roy Weidemann, gm, Infocus. Employes: 28 in 2 offices.

Phone: (212) 682-7090. ☑

Symon & Hilliard, New York, reported gross income of $1,300,500 in 1985 on billings of $8,674,335. In 1984, it reported gross income of $1,020,300 on billings of $6,805,401.

The agency's 1985 U.S. volume consisted of $3,114,890 in media and $5,559,445 in capitalized fees. Its 1984 U.S. volume consisted of $1,585,459 in media and $5,219,942 in capitalized fees.

In 1985, the agency gained: Blume-Vasquez, lawyers. It lost: Levinson-Conover, lawyers.

Billings breakdown: Magazines 22%, network tv 60%, spot tv 10%, cable tv 2%, business papers 6%.

Top execs: James Symon, chmn; Anthony Hilliard, vice-chmn. Employes: 14.

Phone: (212) 505-0688. ☑

Tal Inc., Erie, Pa., reported gross income of $1,652,962 in 1985 on billings of $11,019,750. In 1984, it reported gross income of $1,280,325 on billings of $8,535,500.

The agency's 1985 U.S. volume consisted of $4,200,000 in media, $650,000 in materials and services and $6,169,750 in capitalized fees. Its 1984 U.S. volume consisted of $3,500,000 in media, $700,000 in materials and services and $4,335,000 in capitaiized fees.

Included in the agency's figures were returns from other offices in Lancaster, Pa., and Buffalo.

In 1985, the agency gained: RCA, new prods div; CCTV Systems; Capitol prods; Aluminum Doors & Windows; Lancaster Osteopathic Hospital; Buffalo Columbus Hospital.

Billings breakdown: Newspapers 14%, magazines 22%, medical journals 7%, radio 10%, spot tv 21%, business papers 2%, point of sale 2%, direct mail 7%, free-standing inserts 12%.

Top execs: M. Tal Hindson, president; Dan F. Duda, Bill Donovan, directors. Employes: 36 in 3 offices.

Phone: (814) 838-4505. ☑

Taylor Brown & Barnhill, Houston, had estimated gross income of $525,000 in 1985 on billings of $3,500,000. In 1984, it had estimated gross income of $375,000 on billings of $2,800,000. The agency did not break out its volume.

In 1985, the agency gained: Houston Eye Clinic; Texas Beverages Packers; KTHT-TV Channel 67.

Billings breakdown: Newspapers 1%, magazines 1%, radio 21%, spot tv 75%, cable tv 0.5%, outdoor 1%, direct mail 0.5%.

Top execs: N.D. Brown, president-ceo; Larry Taylor, chmn; Steve Barnhill, vice chmn, creative director; Patsy Perrault, exec vp, media director; John Zimmerman, vp creative director. Employes: 32.

Phone: (713) 877-1220.

TCI Advertising, Stamford, Conn., reported gross income of $1,209,615 in 1985 on billings of $9,330,274. In 1984, it reported gross income of $1,320,317 on billings of $9,958,843.

The agency's 1985 U.S. volume consisted of $2,569,133 in media, $931,388 in materials and services and $5,829,753 in capitalized fees. Its 1984 U.S. volume consisted of $2,949,61 in media, $1,145,935 in materials an services and $5,863,297 in capitalize fees.

In 1985, the agency gained: 3M Media Services; 3M Media Network Control Data Corp. It lost: Aurage Systems Corp.

Billings breakdown: Newspaper 10%, magazines 30%, supplements 3% radio 2%, business papers 40%, poin of sale 5%, direct mail 5%, catalogs 5%

Top execs: Michael F. Murphy, pres ident; William P. Kennedy, exec vp creative director; Jack Willimott, vp Employes: 22.

Phone: (203) 327-9900.

G. Temple Associates, Southfield Mich., reported gross income o $1,347,000 in 1985 on billings o $5,776,000. In 1984, it reported gros income of $1,127,000 on billings o $4,696,000.

In 1985, it had net income o $20,000, compared with $25,000 i 1984.

The agency's 1985 U.S. volume con sisted of $564,000 in media, $770,00 in materials and services an $4,442,000 in capitalized fees. Its 198 U.S. volume consisted of $460,000 i media, $554,000 in materials and se vices and $3,682,000 in capitalize fees.

Included in the agency's figures wer returns from subsidiary:

- Wide Angle Productions, films

In 1985, the agency gained: Alle gheny Industries, Sciaky, Bra-Con ITW, Woodworth div; Atlas Automa tion.

Billings breakdown: Magazines 75% direct mail 25%.

Top execs: Gerald L. Temple, presi dent; Eric C. Doherty, treasurer, vp Employes: 14.

Phone: (313) 557-5044. ☑

Don Tennant Co., Chicago, re ported gross income of $3,550,000 i 1985 on billings of $34,500,000. I 1984, it reported gross income o $3,500,000 on billings of $32,133,000.

The agency's 1985 U.S. volume con sisted of $29,940,000 in media $1,372,000 in materials and service and $3,188,000 in capitalized fees. I 1984 U.S. volume consisted o $28,029,000 in media, $1,753,000 i materials and services and $2,351,00 in capitalized fees.

In 1985, the agency gained: Sara Le Corp, Superior coffee, gourmet prods Lotte USA; Nestle SA/Libby McNe & Libby, new prods; Joliet Feder Savings.

Billings breakdown: Newspaper 2%, magazines 3%, radio 0.3%, ne work tv 49%, spot tv 44%, Yello Pages 1%, other 0.5%.

Top execs: Don Tennant, chmn Elizabeth Harrington, president-ceo Denis Naylor, exec vp-creative direc tor; Ronald Fierman, cfo. Employe 30.

Phone: (312) 644-4600.

Tepe, Hensler & Westerkamp Cincinnati, reported gross income o $823,000 in 1985 on billings o $6,372,5000. In 1984, it reported gro income of $736,900 on billings o $5,606,400.

The agency's 1985 U.S. volume con sisted of $2,358,200 in media $720,000 in materials and services an $3,294,300 in capitalized fees. Its 198 U.S. volume consisted of $1,677,30 in media, $675,500 in materials an services and $3,253,600 in capitalize fees.

In 1985, the agency gained: Addic tion Recovery Corp, Drug Depen dency Treatment; Natl Arthritis Foun dation, assistance program fo arthritis; Woodview Regional Hosp tal; Interlake. It lost: Family Medic Centers.

Billings breakdown: Newspaper 6%, magazines 13%, radio 20%, spot t 11%, outdoor 3%, business paper 37%, direct mail 2%, other 8%.

Top exec: John Tepe. Employes: 17

Phone: (513) 241-0100. ☑

Christopher Thomas Associates, Garden City, N.J., reporte gross income of $2,100,000 in 1985 on billings of $14,633,500. In 1984, it reported gross income of $1,325,000 on billings of $8,300,250.

In 1985, it had net income of $950,000, compared with $506,250 in 1984.

The agency's 1985 U.S. volume consisted of $14,000,000 in media, $300,000 in materials and services and $333,500 in capitalized fees. Its 1984 U.S. volume consisted of $7,500,000 in media, $300,000 in materials and services and $500,250 in capitalized fees.

In 1985, the agency gained: Mill-Max Mfg; Iskra Electronics; Better Home Heat Councils of Massachusetts and Delaware Valley. It resigned: Logic Audio and Raphan Carpet. Billings breakdown: Newspapers 8%, magazines 10%, radio 38%, spot tv 29%, cable tv 4%, transit advertising 4%, direct mail 3%, direct response newspapers 2%, free-standing inserts 2%.

Top execs: Christopher B. Santry, president; Thomas M. Petrocine, exec vp; Russel Petrocine, vp-client services, acct exec. Employes: 22.

Phone: (516) 794-2400.

Ted Thomas Associates, Philadelphia, had estimated gross income of $3,300,000 in 1985 on billings of $22,000,000. In 1984, it had estimated gross income of $2,550,000 on billings of $17,000,000.

The agency did not report volume breakdowns.

Included in the figures were returns from its offices in Newport Beach, Cal., and New York City.

In 1985, the agency gained: SmithKline & French Laboratories, Cefizox.

Billings breakdown: Medical journals 85%, radio 5%, direct mail 10%.

Top execs: Robert D. Ritchie, president; David F. Dodd, exec vp. Employes: 38 in 3 offices.

Phone: (215) 564-3400. ☒

Thompson Agency, Charlotte, reported gross income of $933,665 in 1985 on billings of $7,225,545. In 1984, it reported gross income of $822,911 on billings of $6,236,916.

The agency's 1985 U.S. volume consisted of $4,000,000 in media, $1,000,000 in materials and services and $2,225,545 in capitalized fees. Its 1984 U.S. volume consisted of $3,800,000 in media, $750,000 in materials and services and $1,686,916 in capitalized fees.

Billings breakdown: Newspapers 25%, magazines 8%, radio 15%, spot tv 35%, outdoor 5%, point of sale 12%.

Top execs: Joseph F. Thompson, president; Paul Bell, John Schwabacher, William Futterer, vps. Employes: 21.

Phone: (704) 333-8821. ☒

Three Arts, Cedar Rapids, Ia., had estimated gross income of $932,000 in 1985 on billings of $6,214,447. In 1984, it had estimated gross income of $608,000 on billings of $4,053,000.

The agency did not consolidate returns from subsidiary:

- Promotion Specialists

In 1985, the agency gained: Kraloy Multifittings; Vigortone Product Co.

Billings breakdown: Newspapers 1%, magazines 34%, radio 12%, spot tv 24%, outdoor 5%, farm publications 24%.

Top execs: Stanton L. Priske, chmn; Daniel S. Perkins, president-ceo; Larry D. Buchanan, senior vp, creative director; Thomas J. Wychoff, exec vp-coo. Employes: 19.

Phone: (319) 365-7572.

Townsend Agency, Arlington Heights, Ill., reported gross income of $1,046,364 in 1985 on billings of $6,450,517. In 1984, it reported gross income of $920,345 on billings of $6,100,121.

The agency's 1985 U.S. volume consisted of $63,960 in media, $571,017 in materials and services and $5,815,540 in capitalized fees. Its 1984 U.S. volume consisted of $369,988 in media, $168,227 in materials and services and $5,561,906 in capitalized fees.

Billings breakdown: Magazines 1%, direct mail 91%, catalogs 8%.

Top execs: Philip S. Walkenshaw, president; Gary G. Tillery, vp. Employes: 18.

Phone: (312) 981-9010. ☒

Trahan, Burden & Charles, Baltimore, reported gross income of $3,717,015 in 1985 on billings of $24,780,100. In 1984, it reported gross income of $3,035,716 on billings of $20,238.113.

The agency's 1985 U.S. volume consisted of $14,371,908 in media, $3,131,222 in materials and services and $7,276,970 in capitalized fees. Its 1984 U.S. volume consisted of $11,619,124 in media, $2,408,633 in materials and services and $6,210,356 in capitalized fees.

In 1985, the agency gained: Ort's, Less bread; Estimation; Kirk Stieff, Silversmiths; Baltimore Spice Co.; Baltimore Equitable Society; Baltimore Blast Soccer Associates. It lost: D&F Office Furniture; WCBM radio.

Billings breakdown: Newspapers 10%, magazines 10%, radio 20%, spot tv 45%, cable tv 5%, outdoor 2%, business papers 5%, point of sale 1%, direct mail 2%.

Top execs: Edward A. Trahan, chmn; Robert I. Matz, president. Exec vps—Thomas L. Burden, Allan F. Charles, Mark Allen, Sandra S. Hillman. Employes: 55.

Phone: (301) 347-7500. ☒

Tri-State Advertising, Warsaw, Ind., reported gross income of $679,360 in 1985 on billings of $4,529,074. In 1984, it reported gross income of $625,207 on billings of $4,186,070.

The agency's 1985 U.S. volume consisted of $2,178,373 in media, $788,524 in materials and services and $1,562,177 in capitalized fees. Its 1984 U.S. volume consisted of $1,991,010 in media, $561,009 in materials and services and $1,634,051 in capitalized fees.

In 1985, the agency gained: C-E Raymond Combustion Engineering; Logansport Machine Co.; Hotpack Corp.

Billings breakdown: Newspapers 2%, magazines 1%, radio 1%, spot tv 1%, business papers 40%, farm publications 4%, Yellow Pages 1%, direct mail 5%, catalogs 20%, ad prod, pr, sales promo 25%.

Top execs: William L. Kreicker, president; E. Tweed Robinson, senior vp.

Employes: 16.

Phone: (219) 267-5178.

Tromson Monroe Advertising, New York, reported gross income of $2,500,000 in 1985 on billings of $17,000,000. In 1984, it reported gross income of $2,000,000 on billings of $14,000,000.

The agency did not break out its U.S. volume.

In 1985, the agency gained: Lucyan Beach Resort & Casino; Golden Tulip Aruba Caribbean Hotels.

Billings breakdown: Newspapers 60%, magazines 10%, trade magazines 20%, radio and network tv 5%, spot tv 5%.

Top execs: Mario Trombone, president-ceo; Ilse Trombone, senior vp-coo; Michael Youngman, senior vp, mktg director client services; Marianne Jacob, controller; Oscar Kolb, exec vp, pr group.

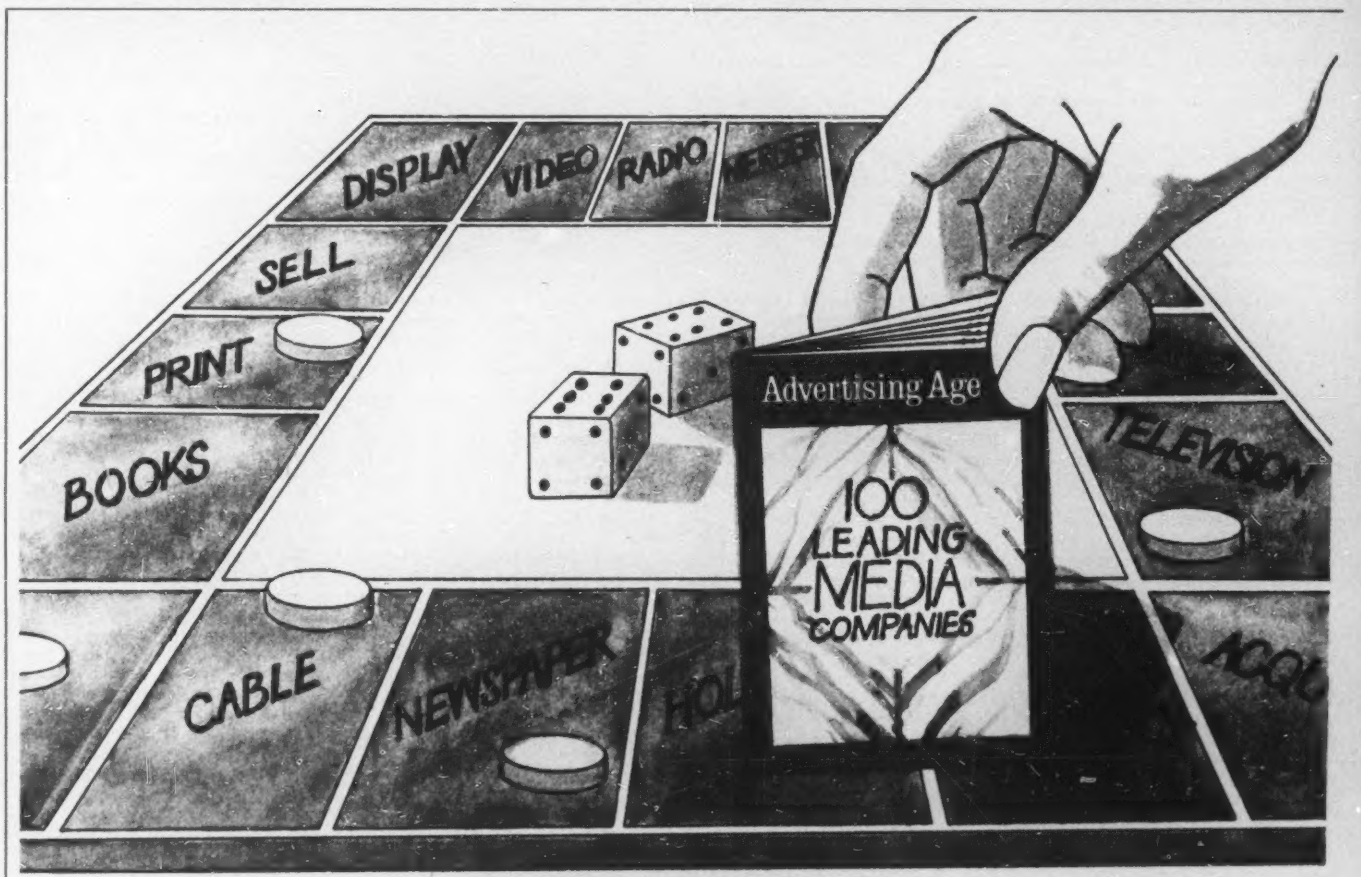
Employes: 26.

Phone: (212) 752-8660.

Tycer Fultz Bellack, Palo Alto, Cal., reported gross income of $3,699,197 in 1985 on billings of $31,614,615. In 1984, it reported gross income of $5,177,739 on billings of $44,278,939.

In 1985, it registered a loss of $257,564, compared with a gain of $158,367 in 1984 in net income.

The agency's 1985 U.S. volume consisted of $5,781,543 in media, $1,170,526 in materials and services and $24,662,546 in capitalized fees. Its U.S. volume in 1984 consisted of



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$8,039,669 in media, $1,719,284 in materials and services and $34,519,989 in capitalized fees.

In 1985, the agency gained: Adaptec; ALPS America; Calma Co; Digital Rsch; ELXSI: Fortune Systems; Identix; Jacuzzi; Maxim; Racal Vadic; Schlage Lock; Sophia; Silicon Solutions Corp; XCI Inc; Xidex. It lost: Gould; Fortune Systems; Intelledex; Jacuzzi; NEC Electronics; Megatest Corp; Western MicroTech; Zehntel.

Billings breakdown: Newspapers 5%, magazines 95%.

Top execs: Del L. Tycer, chmn; Robert D. Fultz, president; Daniel W. Bellack, exec vp, secretary, treasurer. Employes: 45.

Phone: (415) 856-1600. ☑

Umphenour & Martin, Atlanta, reported gross income of $1,535,966 in 1985 on billings of $10,818,518. In 1984, it reported gross income of $1,270,018 on billings of $8,745,074.

In 1985, it had net income of $137,237, compared with $130,119 in 1984.

The agency's 1985 U.S. volume consisted of $3,772,121 in media, $2,224,467 in materials and services and $4,821,930 in capitalized fees. Its 1984 U.S. volume consisted of $3,759,831 in media, $2,032,114 in materials and services and $2,953,129 in capitalized fees.

In 1985, the agency gained: Kennestone Regional Health Care System; AmeriPlan Health Services; Fulton Federal Savings & Loan Assn.

Billings breakdown: Newspapers 15%, magazines 5%, radio 12%, spot tv 20%, outdoor 5%, transit advertising 3%, point of sale 10%, direct mail 5%, free-standing inserts 25%.

Top execs: Russell V. Umphenour Jr., chmn; Margaret Ann Martin, president. Employes: 18.

Phone: (404) 939-6820. ☑

Unger Associates, Atlanta, reported gross income of $1,605,037 in 1985 on billings of $10,700,250. In 1984, it reported gross income of $1,436,475 on billings of $8,980,240.

The agency's 1985 U.S. volume consisted of $8,666,125 in media, $1,533,875 in materials and services and $500,250 in capitalized fees. Its 1984 U.S. volume consisted of $7,221,771 in media, $1,278,229 in materials and services and $480,240 in capitalized fees.

Included in the agency's figures were returns from offices in Washington D.C., and Irvine, Cal.

Billings breakdown: Newspapers 35%, magazines 3%, radio 35%, spot tv 5%, cable tv 4%, outdoor 1%, business papers 12%, point of sale 1%, direct mail 4%.

Top execs: Robert M. Unger, president; Kathryn Unger, senior vp; Mark Havard, vp, director operations (Washington D.C.). Employes: 28 in 2 offices.

Phone: (404) 892-1555.

UniWorld Group, New York, reported gross income of $3,767,441 in 1985 on billings of $35,542,187. In 1984, it reported gross income of $2,739,825 on billings of $27,082,562.

The agency's 1985 U.S. volume consisted of $11,451,819 in media, $4,137,744 in materials and services and $19,952,624 in capitalized fees. Its 1984 U.S. volume consisted of $7,530,629 in media, $3,478,608 in materials and services and $16,073,325 in capitalized fees.

The agency did not consolidate subsidiaries:
- UniWorld Production
- UniWorld Public Relations

In 1985, the agency gained: Seven-Up; Adolph Coors; American Assn of Retired Persons; Eastman-Kodak; Lincoln-Mercury. It lost: Chevron USA; General Motors.

Billings breakdown: Newspapers 15%, magazines 30%, radio 15%, network tv 10%, spot tv 20%, outdoor 5%, business papers 5%.

Top execs: Byron Lewis, chmn-ceo; Herbert Kemp, president-coo. Senior vps—William Allen, director creative services; Cecilia Foster, director admin services. Employes: 55 in 3 offices.

Phone: (212) 564-0066. ☑

Quirks and quakes

The Creamer half of HBM/Creamer started out as Creamer-Colarossi in 1967 under president Donald E. Creamer and Ben Colarossi. It added Basford to the title in 1974 reflecting its parent's name (Basford Inc.) since its founding. In 1976, it became Creamer/FSR from its merger with Fuller & Smith & Ross. George Lois came over from Lois Holland Callaway in 1977 to make it Creamer Lois/FSR, but left a year later shortening the title to Creamer Inc. Mr. Colarossi also left for Griswold-Eshleman in 1978. It then became HBM/-Creamer through its merger in 1983 with Boston-based Humphrey Browning & MacDougall.

Valentine-Radford, Kansas City, Mo., reported gross income of $8,519,007 in 1985 on billings of $59,659,148. In 1984, it reported gross income of $6,954,754 on billings of $50,657,060.

The agency's 1985 U.S. volume consisted of $24,226,277 in media, $11,072,650 in materials and services and $24,360,221 in capitalized fees. Its 1984 U.S. volume consisted of $24,692,804 in media, $8,649,950 in materials and services and $17,314,306 in capitalized fees.

Included in the agency's figures were returns from its office in St. Louis.

In 1985, the agency gained: United Telespectrum; Missouri State Lottery; Information Line; Dodson Insurance; Natl Corngrowers Assn; Traffic Safety Now—Missouri. It lost: Fred Pryor Seminars; North Supply Co.

Billings breakdown: Newspapers 13%, magazines 5%, radio 12%, network tv 6%, spot tv 28%, cable tv 1%, outdoor 2%, farm publications 25%, Yellow Pages 8%.

Top execs: G.W. Hawley, chmn; R.A. Brooks, president; R.C. Lang, exec vp; R.L. Langford, C.L. Curtic, senior vps. Employes: 145 in 2 offices.

Phone: (816) 842-5021. ☑

Van Brunt & Co. Advertising, New York, reported gross income of $3,020,000, of which $420,000 was non-U.S. contributions, in 1985 on billings of $27,643,000. In 1984, it reported gross income of $2,900,000, of which $450,000 was non-U.S. contributions, on billings of $26,695,000.

The agency's 1985 U.S. volume of $20,143,000 consisted of $11,073,000 in media, $2,067,000 in materials and services and $7,003,500 in capitalized fees. Its 1984 U.S. volume of $18,885,000 consisted of $9,875,000 in media, $3,450,000 in materials and services and $5,670,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Van Brunt/Mahta, travel mktg
- Van Brunt/Schaeffer, pr

In 1985, the agency gained: Group Voyages, Globus-Gateway, Cosmos Tourma, travel agencies; *New York Newsday*; Sarne, handbags mfr; Avianca; Calinda Hotels. It lost: *Metro Sunday* newspaper; *New York Newsday*; *Town & Country*; *Colonial Homes*.

Billings breakdown: Newspapers 18%, magazines 24%, radio 16%, spot tv 18%, business papers 10%, transit advertising 6%, direct mail 8%.

Top execs: Edwin Van Brunt, chmn; Albert Van Brunt, president; Howard Karp, exec vp, co-creative director; Robert Gass, director media; William D. Buckley, director broadcast; P.F. Mahta, president, mktg, mgmt div; Philip Growick, senior vp, acct group super; Lou Garcia, vp Van Brunt/Schaeffer, pr div; Frank A. Caporaso, controller; Burton Zelner, senior vp, acct group mgr; Carl Van Brunt, exec vp, co-creative director; Dot Smith, corp secretary. Employes: 38.

Phone: (212) 949-1300.

Vance-Mathews, Beaumont, Tex., reported gross income of $1,465,696 in 1985 on billings of $12,996,821. In 1984, it reported gross income of $1,714,814 on billings of $14,419,057.

In 1985, it reported net income of $53,128, compared with net loss of $55,903 in 1984.

The agency's 1985 U.S. volume consisted of $4,492,991 in media, $2,468,547 in materials and services and $6,335,283 in capitalized fees. Its 1984 U.S. volume consisted of $5,366,776 in media, $2,354,814 in materials and services and $6,697,467 in capitalized fees.

Included in the agency's figures were returns from offices in Houston and Dallas.

The agency did not consolidate subsidiary:
- M.V.I., recording studio

In 1985, the agency gained: Conn's, retail appliances; J. Walker, retail stores; 12 & Under, toy stores. It lost: American Medical Intl, central div; Versailles, real estate; Beauty Built Homes; Plautz Corp.

Billings breakdown: Newspapers 25%, magazines 2%, supplements 1%, radio 30%, spot tv 28%, cable tv 0.5%, outdoor 7%, business papers 0.5%, transit advertising 1%, direct mail 1.5%, other 3%.

Top execs: Tom Vance, chmn; Herschel R. Mathews, president; David Laster, senior vp; Rick L. Nobles, vp; Ralph E. Likins, vp-controller. Employes: 32 in 3 offices.

Phone: (409) 898-1313.

Peter Vane Advertising, New York, reported gross income of $846,000 in 1985 on billings of $5,644,000. In 1984, it reported gross income of $737,000 on billings of $4,916,000.

The agency's 1985 U.S. volume consisted of $1,731,000 in media, $605,000 in materials and services and $3,308,000 in capitalized fees. Its 1984 U.S. volume consisted of $1,190,000 in media, $511,000 in materials and services and $3,215,000 in capitalized fees.

Billings breakdown: Business papers 5%, direct mail 60%, direct response newspapers 5%, direct response magazines 30%.

Top execs: Peter K. Vane, president; Penelope A. Vane, exec vp; Rudy Duenzl, senior vp; Steve Dosro, vp-creative director; Mary Devine, treasurer. Employes: 14.

Phone: (212) 679-8260. ☑

VanSant, Dugdale & Co., Baltimore, reported gross income of $4,559,450 in 1985 on billings of $30,396,334. In 1984, it reported gross income of $4,147,999 on billings of $27,653,327.

The agency's 1985 U.S. volume consisted of $23,273,087 in media, $3,572,080 in materials and services and $3,551,167 in capitalized fees. Its 1984 U.S. volume consisted of $21,400,007 in media, $2,944,767 in materials and services and $3,308,553 in capitalized fees.

Included in the agency's figures were returns from offices in Baltimore and Philadelphia.

In 1985, the agency gained: Mobile Phone Cellular Network of Philadelphia; Columbia Medical Plan; Metropolitan Hospital. It lost: Hardee's Inc. (regional-area I); State of Maryland, Dept of Economic & Community Devel.

Billings breakdown: Newspapers 14%, magazines 18%, radio 6%, network tv 23%, spot tv 20%, outdoor 1%, business papers 18%.

Top execs: Kenneth E. Mayhorne, chmn, president. Senior vps—Sheldon T. Taule, media; J. Stanley Paulus, creative director; Andrew B. Babb, assoc creative director; E. Patrick McDonough, financial, admin; C. Barry Truax, client plans, rsch; James R. Williams, business devel. Employes: 65 in 2 offices.

Phone: (301) 539-5400. ☑

Venet Advertising, New York, reported gross income of $9,456,000 in 1985 on billings of $63,040,000. In 1984, it reported gross income of $8,124,300 on billings of $54,162,000.

The agency's 1985 U.S. volume consisted of $36,563,200 in media, $10,086,400 in materials and services and $16,390,400 in capitalized fees. Its 1984 U.S. volume consisted of $30,168,200 in media, $10,128,300 in materials and services and $13,865,500 in capitalized fees.

Included in the agencies figures were offices in Union, Trenton and Cranford, N.J.

In 1985, the agency gained: Brick Church Appliance; Media Horizons; To-Fitness; Newark Star Ledger; Ultra Bancorp; General Spice; Alpha Wire; Bunzl. It lost: Hudson Vitamins; Technical Publications.

Billings breakdown: Newspapers 23%, magazines 2%, supplements 5%, radio 23%, spot tv 40%, cable tv 2%, outdoor 2%, transit advertising 1%, free-standing inserts 2%.

Top execs: Zal Venet, chmn, president; George A. Coscia, president (NJ); Murray Skurnik, exec vp (NY); John Fortune, Jack Maged, senior vps (NY); Saul Margulies, treasurer; Dotty Stofik, secretary. Employes: 203 in 4 offices.

Phone: (212) 489-6700.

Vicom Associates, San Francisco, reported gross income of $5,350,060 in 1985 on billings of $50,326,732. In 1984, it reported gross income of $5,370,944 on billings of $50,248,375.

The agency's 1985 U.S. volume consisted of $5,751,562 in media, $8,890,670 in materials and services and $35,684,500 in capitalized fees. Its 1984 U.S. volume consisted of $7,506,168 in media, $6,918,011 in materials and services and $35,824,196 in capitalized fees.

In 1985, the agency gained: Shur Medical Corp; Forest Labs; Merck Sharp Dohme, Timoptic; Syntex Labs, Gardrin; Upjohn, Cleocin-T; Childrens' Hospital; Colgate-Palmolive, Protex. It lost: Collagen Corp.

Billings breakdown: Medical journals 40%, cable tv 5%, direct mail 20%, sales literature 35%.

Top execs: Robert W. Buechert, chmn-ceo; Reginald A. Bowes, vice chmn; Thomas C. Spooner, president-coo; Lester A. Barnett, exec vp, creative director; Lawrence Wolhiem, senior vp, director client services. Employes: 60 in 2 offices.

Phone: (415) 391-8700. ☑

John Volk Co., Chicago, reported gross income of $1,138,601 in 1985 on billings of $7,657,629. In 1984, it reported gross income of $1,062,865 on billings of $7,515,973.

The agency's 1985 U.S. volume consisted of $1,926,503 in media, $517,387 in materials and services and $5,213,739 in capitalized fees. Its 1984 U.S. volume consisted of $2,108,150 in media, $2,126,790 in materials and services and $3,281,035 in capitalized fees.

In 1985, the agency gained: Heartland Lysine; Kewanee Farm Equipment; Moorman Mfg Co., pr; Nitragin Co.; Rynne Mktg Group. It lost: MDM Cattle Co.; U.S. Sweetener Producers Group.

Billings breakdown: Newspapers 8%, medical journals 2%, radio 12%, business papers 7%, farm publications 71%.

Top execs: John Volk, president. Vps—Mary Kowalzyck, pr; Tom Wright, assoc creative director; John Larkin, acct super; Margaret O'Brien, business mgr. Employes: 17.

Phone: (312) 787-7117. ☑

Waldbillig & Besteman, Madison, Wis., reported gross income of $1,921,960 in 1985 on billings of $15,118,215. In 1984, it reported gross income of $1,730,916 on billings of $13,906,455.

The agency's 1985 U.S. volume consisted of $2,915,200 in media, $1,902,000 in materials and services and $10,301,015 in capitalized fees. Its 1984 U.S. volume consisted of $2,560,000 in media, $1,845,000 in materials and services and $9,501,455 in capitalized fees.

In 1985, the agency gained: Alexander Co.; Gilson Medical Electronics; Dental Assn; HMO of Wis.; Russell Marina; Olympia Village. It lost: Monroe Specialty Co.

Billings breakdown: Newspapers 11%, magazines 3%, radio 11%, spot tv 9%, cable tv 1%, outdoor 2%, business papers 16%, farm publications 5%, point of sale 8%, direct mail 12%, print collateral, a/v 22%.

Top execs: William J. Waldbillig, president; Robert H. Besteman, exec vp, creative director. Vps—Michael F. Knapstein, director of acct service; Thomas J. Senatori, art dept mgr; David A. Genschaw, controller. Employes: 38.

Phone: (608) 238-4767.

Steve Walker & Associates, Ft. Lauderdale, reported gross income of $2,343,000 in 1985 on billings of $15,150,000. In 1984, it reported gross income of $2,102,000 on billings of $13,590,000.

In 1985, it had net income of $290,000, compared with $273,000 in 1984.

The agency's 1985 U.S. volume consisted of $7,950,000 in media, $1,520,000 in materials and services and $5,680,000 in capitalized fees. Its 1984 U.S. volume consisted of $7,100,000 in media, $1,270,000 in materials and services and $5,220,000 in capitalized fees.

In 1985, the agency gained: Dade/Broward Nissan Dealers Assn; Broward County, mass transit div; Coral Cadillac; Cenvill, Wynmoor devel; Marriott Orlando World Center. It lost: Six Flags Atlantis; Discom Securities.

Billings breakdown: Newspapers 25%, magazines 15%, radio 15%, spot tv 30%, cable tv 2%, outdoor 2%, business papers 2%, transit advertising 2%, Yellow Pages 1%, direct mail 2%, catalogs 1%, free-standing inserts 3%.

Top execs: Jack Drury, ceo; John Drury, president; Stan Harris, creative partner; Pat Nolan, exec vp. Employes: 34.

Phone: (305) 731-1600. ☑

Wardrop Murtaugh Temple & Frank, Chicago, reported gross income of $2,266,000 in 1985 on billings of $13,400,000. In 1984, it reported gross income of $1,728,900 on billings of $12,800,000.

In 1985, it had net income of $113,500, compared with $107,000 in 1984.

The agency's 1985 U.S. volume consisted of $6,880,000 in media, $5,120,000 in materials and services and $1,400,000 in capitalized fees. Its 1984 U.S. volume consisted of $6,650,000 in media, $4,876,000 in materials and services and $1,274,000 in capitalized fees.

In 1985, the agency gained: American Paging Co.; Howard & Sons, meat producers; Littman Brothers. It lost: Civic Center for Performing Arts.

Billings breakdown: Newspapers 15%, magazines 10%, radio 35%, spot tv 20%, business papers 8%, point of sale 2%, direct mail 10%.

Top execs: John C. Wardrop, president; Philip R. Murtaugh, exec vp; Marvin H. Frank, senior vp; John Temple, vp-creative director; Robert J. Milhizer, treasurer. Employes: 20.

Phone: (312) 750-9200.

Warner, Bicking & Fenwick, New York, reported gross income of $2,845,852 in 1985 on billings of $18,640,008. In 1984, it reported gross income of $2,345,989 on billings of $15,517,220.

The agency's 1985 U.S. volume consisted of $6,798,680 in media, $1,013,250 in materials and services and $10,828,078 in capitalized fees. Its 1984 U.S. volume consisted of $5,351,200 in media, $721,300 in materials and services and $9,444,720 in capitalized fees.

The agency did not consolidate subsidiaries:
- Communications Research
- TRIAD Computer Systems

In 1985, the agency gained: Martin Marietta Data Systems; Protocol Message Mgmt Centers; *Managing Automation*; Konica USA.

Billings breakdown: Newspapers 5%, magazines 25%, radio 5%, spot tv 10%, business papers 15%, point of sale 5%, direct mail 10%, sales promo 25%.

Top execs: John E. Warner, chmn; Andrew Morris, president; John F. Bicking, treasurer-cfo; Michael Buri, vp. Employes: 26.

Phone: (212) 759-7900.

Warren/Kremer Advertising, New York, reported gross income of $3,314,755, of which $29,755 was non-U.S. contributions, in 1985 on billings of $23,985,000. In 1984, it reported gross income of $2,483,275, of which $18,275 was non-U.S. contributions, on billings of $15,900,000.

In 1985, the agency gained: Americana—Americana Hotels, Dutch Resort Hotel, Eden II, Great Gorge, Host Farm Resort; Continental Cos., Cherry Hill Inn; Inter-Continental Hotels; Loews Hotels & Resorts; Marriott Hotels, Hanover Marriott, JFK Airport Marriott, Seaview Country Club Resort; Rank Hotels; Grande Collection of Hotels; Bon Ami Cleanser; Buccellati Silver Ltd; Faultless Starch; Government of Israel Coins & Medals; MOMO Designs; Salir Italian Mirrors. It lost: Eden Roc Hotel; St. Lucia Tourist Board; Loews Ventana Canyon Resort; Trelawny Beach Hotel.

Billings breakdown: Newspapers 26%, magazines 35%, radio 5%, network tv 2%, outdoor 4%, business papers 15%, transit advertising 1%, point of sale 5%, direct mail 7%.

Top execs: Peter Warren, president; John H. Pollok, exec vp; Sydney J. Cohn, senior vp; Jane Nielson, vp. Employes: 51.

Phone: (212) 686-2914. ☑

Webb & Associates, Lafayette, Cal., reported gross income of $718,804 in 1985 on billings of $3,210,062. In 1984, it reported gross income of $714,479 on billings of $3,312,009.

In 1985, it had a loss of $30,798, compared with a gain of $47,069 in net income in 1984.

The agency's 1985 U.S. volume consisted of $1,295,442 in media, $774,186 in materials and services and $1,140,434 in capitalized fees. Its 1984 U.S. volume consisted of $1,184,164 in media, $959,544 in materials and services and $1,168,301 in capitalized fees.

In 1985, the agency gained: Decision Devel Corp; Hyundai America; Seton Medical Center. It lost: Price Dealership Group.

Billings breakdown: Newspapers 50%, magazines 20%, medical journals 2%, radio 13%, outdoor 7%, farm publications 5%, direct mail 3%.

Top exec: John M. Webb, president. Employes: 14.

Phone: (415) 283-1733. 5

Weightman Inc. Advertising, Philadelphia, reported gross income of $6,650,000 in 1985 on billings of $50,825,000. In 1984, it reported gross income of $6,188,000 on billings of $41,255,000.

Volume in both years was attributed to media.

Weightman Advertising is the lead agency in the newly formed Weightman Group, which billed an aggregate 80,100,000 in 1985. *(See agency group story for group members.)*

In 1985, the agency gained: SL Industries; SL Waber; SL Lube; SL Abrasives; Invisible Fence; ALPO Pet Insurance; Blue Cross, pr project; ARCO Building Products, Advanced Materials div, ARCO, ARCOGraph Inc.; Hunt Mfg Co., Bienfang Papers, Horizon, Art Products. It lost: None.

Billings breakdown: Newspapers 10%, magazines 15%, radio 6%, network tv 60%, outdoor 2%, business papers 5%, Yellow Pages 1%, other, 1%.

Top execs: Charles Coffey, chairman-ceo; John C. Goodchild, president-coo; David Jordan, vice chmn-cfo; Senior vps—William Lunsford, creative director; Jack Burke, Hop Gwyn, Douglas K. Schores, Mark Plamondon, mgmt supers; Neil Harrison, media dir. Employes: 125.

Phone: (215) 561-6100.

S.J. Weinstein Associates, New York, reported gross income of $3,140,000 in 1985 on billings of $15,029,000. In 1984, it reported gross income of $2,437,000 on billings of $10,280,790.

The agency's 1985 U.S. volume consisted of $856,000 in media, $1,500,000 in materials and services and $12,673,000 in capitalized fees. Its 1984 U.S. volume consisted of $830,000 in media, $1,200,000 in materials and services and $8,250,790 in capitalized fees. Figures are for fiscal years ending Sept. 30 for both years.

In 1985, the agency gained: Abbott Diagnostics, AIDS test, blood banks, Instruments.

Overseas, it gained: Farmitalia Carlo Erba, Minidiab, Tolmicen, Sermion, Kelfiprim.

Billings breakdown: Magazines 50%, point of sale 5%, direct mail 20%, other 25%.

Top execs: Stephen J. Weinstein, president; Mel H. Getzoff, exec vp; Richard C. Siegel, senior vp; Barry R. Frankel, vice president, mgmt super. Employes: 27.

Phone: (212) 206-0222. ☑

Weiser Group, Chicago, reported gross income of $1,809,044 in 1985 on billings of $12,192,110. In 1984, it reported gross income of $1,885,305 on billings of $12,880,578. Figures are for fiscal years ending March 31, 1985 and May 31, 1984.

In 1985, it reported net income of $92,706, compared with $81,829 in 1984.

The agency's 1985 U.S. volume consisted of $2,806,098 in media, $974,488 in materials and services and $8,411,524 in capitalized fees. Its 1984 U.S. volume consisted of $3,350,248 in media, $878,159 in materials and services and $8,652,171 in capitalized fees.

Included in the agency's figures were returns from its New York City office.

In 1985, the agency gained: PC Quote. It lost: Knight-Ridder Business Information Services.

Billings breakdown: Newspapers 5%, magazines 35%, radio 1%, spot tv 1%, cable tv 1%, outdoor 1%, business papers 45%, farm publications 10%, transit advertising 1%.

Top execs: Michael L. Weiser, president; Raymond D. Minkus, Jeffrey Kratz, senior vps. Employes: 24 in 2 offices.

Phone: (312) 368-1500. ☑

Wendt Advertising, Great Falls, Mont., reported gross income of $876,102 in 1985 on billings of $5,854,143. In 1984, it reported gross income of $675,051 on billings of $4,508,688.

The agency's 1985 U.S. volume consisted of $2,142,904 in media, $660,234 in materials and services and $3,051,005 in capitalized fees. Its 1984 U.S. volume consisted of $1,523,401 in media, $653,402 in materials and services and $2,331,885 in capitalized fees.

Included in the agency's figures were returns from its Spokane, Wash., office.

In 1985, the agency gained: Columbia Lighting; Farmers & Merchants Bank; Western Family Foods, Spokane div, canned foods; Pizza Hut, local promo; American Simmental Assn, Cattle Breed Assn; Bozeman, Sirco; Montana Dept of Commerce, winter travel promo; Norwest Corp. It Lost: Farm Credit Services.

Billings breakdown: Newspapers 27%, magazines 40%, radio 7%, spot tv 16%, outdoor 4%, farm publications 5%, Yellow Pages 1%.

Top execs: Stanley F. Meyer, president; Mary C. Tietjen, exec vp; Robert L. Lindborg, senior vp. Employes: 23 in 2 offices.

Phone: (406) 452-8581. ☑

West & Brady, Greenbelt, Md., reported gross income of $316,122 in 1985 on billings of $2,396,850. In 1984, it reported gross income of $339,978 on billings of $2,240,337.

The agency's 1985 U.S. volume consisted of $1,250,262 in media, $207,205 in materials and services and $939,383 in capitalized fees. Its 1984 U.S. volume consisted of $735,648 in media, $240,384 in materials and services and $1,264,305 in capitalized fees.

In 1985, the agency gained: Sir Walter Raleigh Restaurants; Pennmark Condominiums.

Billings breakdown: Newspapers 44.3%, magazines 23.4%, radio 26.6%, direct mail 5.7%.

Top exec: Gerald T. Brady, president, chmn. Employes: 10.

Phone: (301) 441-8707. ☑

West, Morris, Davis & Muender, Rockford, Ill., formerly West, Gentry & Morris, reported gross income of $852,000 in 1985 on billings of $7,715,543. In 1984, it reported gross income of $885,000 on billings of $7,561,350.

The agency's 1985 U.S. volume consisted of $1,643,555 in media, $389,148 in materials and services and $5,682,840 in capitalized fees. Its 1984 U.S. volume consisted of $1,327,100 in media, $398,000 in materials and services and $5,836,250 in capitalized fees.

Billings breakdown: Newspapers 5%, magazines 82%, radio 5%, spot tv 5%, outdoor 3%.

Top execs: Robert A. West, chmn; William B. Morris, president. Vps—Don Davis, creative director; Percy Muender, Joe Ubben, vps. Employes: 10.

Phone: (815) 968-5552.

Wettstein/Bolchalk Advertising & PR, Tucson, reported gross income of $1,021,950 in 1985 on billings of $6,833,320. In 1984, it reported gross income of $867,466 on billings of $5,785,992.

In 1985, it had net income of $35,724, compared with $38,216 in 1984.

The agency's 1985 U.S. volume consisted of $2,359,025 in media, $589,100 in materials and services and $3,885,195 in capitalized fees. Its 1984 U.S. volume consisted of $2,077,594 in media, $370,746 in materials and services and $2,390,480 in capitalized fees.

Included in the agency's figures were returns from subsidiary:
- Public Relations Dept

In 1985, the agency gained: Paragon Homes (Phoenix); Scottsdale Subaru; Jim Click Nissan; KRQ Radio, nationwide communications; Tucson Realty & Trust. It lost: Precision Toyota; BoSa Donuts; Harlow's Nursery.

Billings breakdown: Newspapers 50%, magazines 6%, supplements 1%, radio 17%, spot tv 8%, outdoor 2%, business papers 14%, Yellow Pages 1%, direct mail 1%.

Top execs: Earl R. Wettstein, chmn; Michael T. Bolchalk, president. Employes: 35 in 2 offices.

Phone: (602) 745-8221. ☑

White, Good & Co., Mt. Gretna, Pa., reported gross income of $488,451 in 1985 on billings of $3,054,968. In 1984, it reported gross income of $320,588 on billings of $2,191,089.

In 1985, it reported net income of $60,934, compared with $40,001 in 1984.

The agency's 1985 U.S. volume consisted of $999,552 in media, $325,555 in materials and services and $1,729,861 in capitalized fees. Its 1984 U.S. volume consisted of $34,713 in media, $285,875 in materials and services and $1,870,501 in capitalized fees.

In 1985, the agency gained: F&M Trust Co.; Homedco; Peoples Natl Bank; Star States Leasing; Market Metrics. It lost: Commonwealth Natl Bank; Turkey Hill Dairy.

Billings breakdown: Newspapers 32%, magazines 14%, radio 8%, spot tv 23%, outdoor 7%, business papers 5%, point of sale 1%, Yellow Pages 4%, direct mail 4%, catalogs 2%.

Top execs: Robert F. Good, president; Ann S. White, exec vp. Employes: 10.

Phone: (717) 964-3616. ☑

Edwin Bird Wilson, New York, reported gross income of $5,231,819 in 1985 on billings of $40,138,765. In 1984, it reported gross income of $4,820,000 on billings of $35,273,578.

The agency's 1985 U.S. volume consisted of $20,892,177 in media, $5,524,370 in materials and services and $13,722,218 in capitalized fees. Its 1984 U.S. volume consisted of $20,994,150 in media, $5,394,903 in materials and services and $8,934,525 in capitalized fees.

In 1985, the agency gained: Matthew Bender & Co.; Natl Football League Properties; Ricoh Cameras; First Fidelity Bank; Konica USA, pr; Sankyo Deiki Mfg Co., pr. It lost: Northeast Savings Bank.

Billings breakdown: Newspapers 30%, magazines 35%, radio 7%, network tv 5%, spot tv 7%, cable tv 1%, outdoor 3%, business papers 12%.

Top execs: Delano W. Ladd Jr., chmn; James N. Harvey, president; Hubert J. Donlon, vice-chmn. Employes: 80.

Phone: (212) 684-5220.

Wilson, Frank & Associates, San Diego, reported gross income of $358,302 in 1985 on billings of $2,272,453. In 1984, it reported gross income of $320,906 on billings of $2,418,550.

The agency's 1985 U.S. volume consisted of $951,028 in media, $535,720 in materials and services and $785,705 in capitalized fees. Its 1984 U.S. volume consisted of $890,821 in media, $435,770 in materials and services and $1,091,959 in capitalized fees.

In 1985, the agency gained: Therold Industries; DeLoux Schools of Cosmotology.

Quirks and quakes

What's in a name, anyway? Calet, Hirsch & Spector was once the DKG Advertising Inc. named Agency of the Year in 1976 by ADVERTISING AGE. Its evolution began as Kurnit, Geller Associates, which merged with Delehanty & Frankel to become Delehanty, Kurnit & Geller. (Geller is Norman Geller of Lord, Federico, Geller & Einstein.) It was shortened to DKG, which at the time of the Agency of the Year kudos, was headed by exec vps, Neil Calet and Peter Hirsch, and Lawrence Spector, president, and Shepard Kurnit, chairman.

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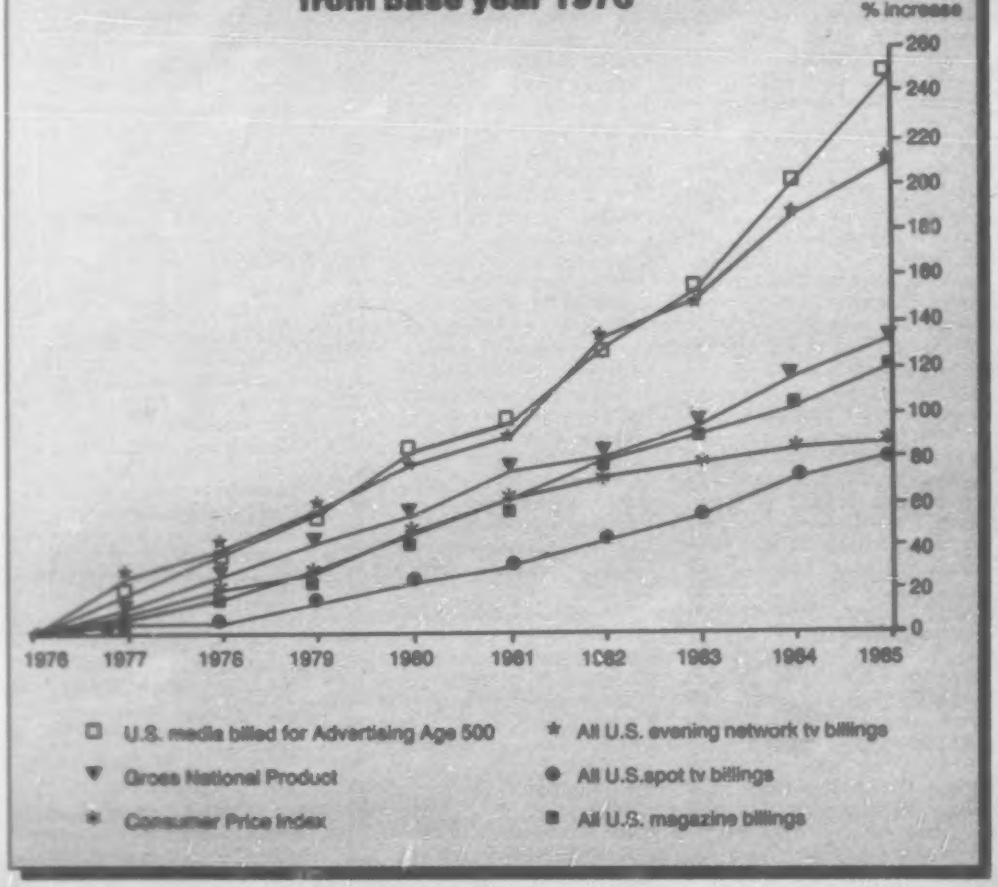

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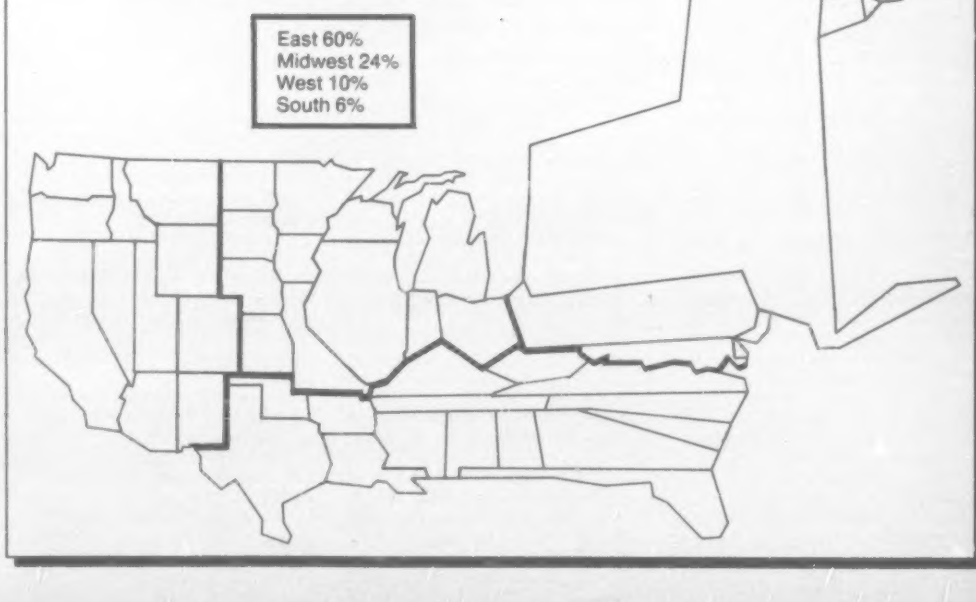
Ad Age 500 regional breakdown
as % of U.S. billings



Billings breakdown: Newspapers 55%, radio 26%, outdoor 8%, production, printing 11%.

Top execs: Thomas Wilson, president; Martha S. Frank, senior vp. Employes: 10.

Phone: (619) 297-3355. ☑

Wimmershoff & Associates, Westwood, Cal., reported gross income of $1,442,861 in 1985 on billings of $9,619,076. In 1984, it reported gross income of $1,010,449 on billings of $6,758,442.

In 1985, it reported net income of $235,186, compared with $127,317 in 1984.

The agency's 1985 U.S. volume consisted of $3,122,286 in media, $1,296,858 in materials and services and $5,199,932 in capitalized fees. Its 1984 U.S. volume consisted of $1,383,988 in media, $1,139,864 in materials and services and $4,234,590 in capitalized fees.

Billings breakdown: Magazines 30%, medical journals 5%, radio 10%, spot tv 30%, business papers 15%, direct mail 10%.

Top execs: Alfred Wimmershoff, chmn-ceo; Chip Wimmershoff, president; Gilbert Bob, Jack Dane, Lynn Harvey, vps.

Employes: 20.

Phone: (201) 664-3220.

Winius-Brandon Advertising, Bellaire, Tex., reported gross income of $2,421,394 in 1985 on billings of $24,496,913. In 1984, it reported gross income of $1,518,891 on billings of $19,174,767.

In 1985, it had net income of $411,636, compared with $334,156 in 1984.

The agency's 1985 U.S. volume consisted of $12,104,200 in media, $1,740,390 in materials and services and $10,652,323 in capitalized fees. Its 1984 U.S. volume consisted of $9,424,311 in media, $1,122,345 in materials and services and $8,628,111 in capitalized fees.

In 1985, the agency gained: Houston Symphony Orchestra; Hyatt Regency West Houston; Lifeco Travel Services; Chamber of Commerce (McAllen, Tex.).

Billings breakdown: Newspapers 10%, magazines 9%, radio 22%, spot tv 36%, cable tv 3%, outdoor 6%, transit advertising 8%, point of sale 2%, Yellow Pages 1%, direct mail 2%, catalogs 1%.

Top execs: Art Casper, chmn, president; Ed Kennard, exec vp, creative director; Harold Green, senior vp-cfo; Dan Japhet, Roger Beckstead, Steve Haber, Louise Bradford, Alice Chadwell, vps. Employes: 52.

Phone: (713) 666-1765. ☑

Winkler McDermott Winkler, New York, reported gross income of $675,264 in 1985 on billings of $4,177,395. The agency did not report for 1984.

The agency's 1985 U.S. volume consisted of $348,191 in media, $639,327 in materials and services and $3,189,877 in capitalized fees.

In 1985, the agency gained: Unilease Computer Corp; Robert Woolridge & Co.; Software RepairShop.

Billings breakdown: Magazines 88%, direct mail 12%.

Top execs: Robert K. Winkler, chmn-creative director; Arlene G. Winkler, president, acct super. Vps—John Pitt, copy chief; Patty B. Nalle, exec art director. Employes: 16.

Phone: (212) 673-2500. ☑

Don Wise & Co., New York, had estimated gross income of $975,000 in 1985 on billings of $6,500,000. In 1984, it had estimated gross income of $900,000 on billings of $6,000,000.

In 1985, the agency gained: Koret, leather handbags.

Billings breakdown: Newspapers 5%, magazines 60%, radio 10%, business papers 15%, point of sale 5%, direct mail 5%.

Top exec: Donald Wise, president, creative director.

Employes: 15.

Phone: (212) 371-3333.

Witherspoon & Associates, Fort Worth, Tex., reported gross income of $2,701,174 in 1985 on billings of $15,632,808. In 1984, it reported gross income of $1,953,020 on billings of $11,102,805.

In 1985, it had net income of $310,698, compared with $93,406 in 1984.

The agency's 1985 U.S. volume consisted of $4,430,578 in media, $1,498,952 in materials and services and $9,703,278 in capitalized fees. Its 1984 U.S. volume consisted of $3,146,702 in media, $1,064,592 in materials and services and $6,891,510 in capitalized fees.

Included in the agency's figures were returns from subsidiary:

- Ad Group One, Fort Worth, Tex.

In 1985, the agency gained: Burlington Northern Railroad; Westwood Mortgage; Fort Worth Convention & Visitors Bureau; Sproles-Woodard; Western Services Crop. It lost: Texas Turnpike Authority.

Billings breakdown: Newspapers 28%, magazines 4%, radio 25%, outdoor 3%, business papers 38%, Yellow Pages 1%, direct mail 1%.

Top execs: Roger Rienstra, president; Preston Figley, exec vp. Employes: 49 in 2 offices.

Phone: (817) 335-1373.

Wolkcas Advertising, Albany, N.Y., had estimated gross income of $613,000 in 1985 on billings of $3,976,720. The agency did not report for 1984.

The agency's 1985 U.S. volume consisted of $1,900,000 in media, $636,000 in materials and services and $1,440,720 in capitalized fees.

In 1985, new clients the agency gained: N.Y. State Dept of Agriculture & Markets; Capital Cablevision; Turf Inn; Capital/Saratogian Region, tourism.

Billings breakdown: Newspapers 20%, magazines 15%, medical journals 3%, radio 23%, spot tv 13%, cable tv 1%, outdoor 5%, transit advertising 1%, direct mail 4%, miscellaneous 14%.

Top execs: Stewart I. Sacklow, president; Harriette Sacklow, vp. Employes: 14 in 2 offices.

Phone: (518) 869-4846. ☑

Womack/Claypoole Advertising, Dallas, reported gross income of $611,998 for eleven months of 1985 on billings of $4,082,027.

The agency's 1985 U.S. volume consisted of $1,556,517 in media and $2,525,510 in capitalized fees.

The agency was part of the Womack/Claypoole/Griffin group with offices in four Texas cities which split up into four operating entities in May, 1984.

Units are also located in Lubbock, Odessa and San Antonio.

In 1985, the agency gained: Control Technology; Permian Rsch; Intl Power Machines.

Billings breakdown: Newspapers 15%, radio 5%, spot tv 5%, business papers 65%, direct mail 5%, telemarketing 5%.

Top execs: William R. Claypoole, president; Vicki D. Hummel, secretary, treasurer. Employes: 13.

Phone: (214) 634-1234.

Wooding & Housley, Providence, R.I., reported gross income of $1,056,000 in 1985 on billings of $7,000,000. In 1984, it reported gross income of $1,170,000 on billings of $6,000,000.

In 1985, it had net income of $45,000, compared with $53,000 in 1984.

The agency's 1985 U.S. volume consisted of $1,445,000 in media and $5,555,000 in capitalized fees. Its 1984 U.S. volume consisted of $3,200,000 in media, $1,860,000 in materials and services and $940,000 in capitalized fees.

In 1985, the agency gained: Coleman Footgear; Edwards & Angell; Kenney Window Fashions; Klockner-Moeller; Roosevelt & Cross/R.I. It lost: Thermo Electron Web Systems Inc.

Billings breakdown: Newspapers 5%, magazines 30%, radio 5%, outdoor 5%, business papers 45%, point of sale 5%, direct mail 5%.

Top execs: Principals—Benjamin E. Wooding, president; John Housley, vp. Employes: 22.

Phone: (401) 272-9494. ☑

Wray/Ward Advertising, Charlotte, N.C., reported gross income of $1,485,707 in 1985 on billings of $9,723,064. In 1984, it reported gross income of $1,288,081 on billings of $8,716,507.

In 1985, the agency gained: Celanese Fibers; Siecor Corp, optical fibers. It lost: Bunker Hill Foods; Canned Foods.

Billings breakdown: Newspapers 21%, magazines 15%, radio 7%, spot tv 45%, outdoor 1%, business papers 11%.

Top execs: Charles W. Wray Jr., president, treasurer; Robert L. Ward, exec vp, secretary; Sylvia J. Cope, senior vp. Employes: 21.

Phone: (704) 332-9071. ☑

Wyble Advertising, Millville, N.J., reported gross income of $1,764,748 in 1985 on billings of $7,567,353. In 1984, it reported gross income of $1,712,798 on billings of $7,401,054.

The agency's 1985 U.S. volume consisted of $1,863,013 in media, $717,034 in materials and services and $4,987,306 in capitalized fees. Its 1984 U.S. volume consisted of $2,287,200 in media, $742,123 in materials and services and $4,371,731 in capitalized fees.

Included in the agency's figures were returns from its Reston, Va., office.

Billings breakdown: Newspapers 11%, magazines 20%, supplements 1%, radio 1%, outdoor 1%, business papers 47%, farm publications 1%, point of sale 1%, direct mail 12%, catalogs 6%, direct response newspapers 1%.

Top execs: Gene Wyble, chmn; Henry E. Wyble, president. Employes: 23 in 2 offices.

Phone: (609) 825-3403. ☑

Yaffe & Co., Southfield, Mich., reported gross income of $2,748,530 in 1985 on billings of $16,511,067. In 1984, it reported gross income of $1,502,552 on billings of $10,002,817.

The agency's 1985 U.S. volume consisted of $10,070,019 in media, $1,796,000 in materials and services and $4,645,048 in capitalized fees. Its 1984 U.S. volume consisted of $5,668,762 in media, $810,475 in materials and services and $3,523,580 in capitalized fees.

In 1985, the agency gained: Art Van Furniture; ABC Appliance Co.; Diamond Acceptance Corp; Sparrow Hospital. It lost: Servico; Kay & Kay Tile Co.

Billings breakdown: Newspapers 20%, magazines 1%, radio 34%, spot tv 40%, cable tv 2%, outdoor 3%.

Top execs: Fred Yaffe, chmn-ceo. Senior vps—Robert Popa, pr; Michael Morin, client services. Employes: 38.

Phone: (313) 552-7800.

Yardis Advertising, Bryn Mawr, Pa., a subsidiary of Yardis Corp., had estimated gross income of $300,000 in 1985 on billings of $2,000,000. In 1984, it had an estimated gross income of $300,000 on billings of $2,000,000.

The agency did not break down its U.S. volume or media billings.

Top exec: Raymond Rosenberg, president. Employes: 6.

Phone: (215) 527-6550.

Richard Yeager Associates, Moorestown, N.J., reported gross income of $626,412 in 1985 on billings of $4,364,072. In 1984, it reported gross income of $549,104 on billings of $3,846,595.

The agency's 1985 U.S. volume consisted of $549,502 in media, $449,962 in materials and services and $3,364,608 in capitalized fees. Its 1984 U.S. volume consisted of $465,423 in media, $447,559 in materials and services and $2,933,613 in capitalized fees.

In 1985, the agency gained: West Laurel Hill; South Jersey Port Corp; United Vision Care.

Billings breakdown: Newspapers 25%, magazines 25%, radio 7%, business papers 20%, point of sale 6%, direct mail 11%, other 6%.

Top execs: Richard A. Yeager, president; Phillip J. Guagnano, vp-acct service. Employes: 12.

Phone: (609) 235-5768. ☑

Yellow Pages Marketing Services, Mequon, Wis., reported gross income of $4,767,000, of which $91,000 was non-U.S. contributions, in 1985 on billings of $31,211,000. In 1984, it reported gross income of $3,752,000, of which $88,000 was non-U.S. contributions, on billings of $25,025,000.

The agency's 1985 U.S. volume of $30,586,000 was all in media. Its 1984 U.S. volume of $24,438,000 was all in media.

Included in the agency's figures were returns from the offices in Milwaukee, Chicago, Cleveland, Houston, Kansas City, Los Angeles, Minneapolis and New York.

Billings breakdown: Yellow Pages, 100%.

Top execs: R.C. Miller, president; R.B. Kennedy, J.F. Ponce, senior vps; H.B. Harper, M.D. Brown, D.J. Madison, R.N. Magnolia, K.L. Smith, J.S. Miller, R.M. Tuchalski, A.J. Kosack, vps. Employes: 84 in 8 offices.

Phone: (414) 241-8600. ☑

Baron & Zaretsky Advertising, New York, reported gross income of $2,400,000 in 1985 on media billings of $13,250,000. In 1984, it reported gross income of $1,695,000 on media billings of $11,300,000.

In 1985, the agency gained: *Good Housekeeping*, Cosrich Inc. (Vidal Sassoon nail care, Old Spice grooming aids, Jean Nate bath implements); LNP Engineering Plastics, Intl Circulation Distributors (Hearst Corp). Lost: Lucille Roberts, Pavion Cosmetics.

Billings breakdown: Newspapers 30%, magazines 30%, radio 10%, spot tv 10%, business papers 20. Top execs: Kenneth D. Baron, president; Burton Zaretsky, exec vp.Employes: 23.

Phone: (212) 677-1747.

Zechman & Associates, Chicago, reported gross income of $2,429,101 in 1985 on billings of $16,621,162. In 1984, it reported gross income of $1,904,334 on billings of $6,179,885.

In 1985, it had net income of $1,176,779, compared with $1,027,997 in 1984.

The agency's 1985 U.S. volume consisted of $13,723,001 in media and $2,898,161 in materials and services. Its 1984 U.S. volume consisted of $3,321,061 in media and $6,179,885 in capitalized fees.

In 1985, the agency gained: Dept of Commerce & Community Affairs, Illinois Office of Tourism, Film & Economic Devel; Dovebar Intl; Exchange Natl Bank of Chicago. It lost: Amdek Corp, computer peripherals.

Billings breakdown: Newspapers 6%, magazines 18%, medical journals 1%, radio 28%, spot tv 44%, outdoor 2%, business papers 1%.

Top execs: Jan E. Kechman, president, creative director; Philip D. Davis, senior vp. Employes: 27.

Phone: (312) 346-0551.

Zeta Media, Falls Church, Va., had estimated gross income of $670,000 in 1985 on billings of $4,270,060. In 1984, it had estimated gross income of $537,000 on billings of $3,371,100.

The agency's 1985 U.S. volume consisted of $1,482,000 in materials and services and $4,270,060 in capitalized fees. Its 1984 U.S. volume consisted of $1,170,000 in materials and services and $2,201,100 in capitalized fees.

Included in the figures were returns from its Juno Beach, Fla., office.

In 1985, the agency gained: Palm Beach Festival, performing arts organization; Riverfront Groves; Gracewood Fruit Co.; Good Samaritan Hospital, educational seminars for physicians.

Billings breakdown: Newspapers 1%, magazines 1%, direct mail 97%, catalogs 1%.

Top execs: Marianne Parrish, president; Lawrence B. Swim, exec vp. Employes: 8 in 2 offices.

Phone: (703) 556-9793. ☑

Zubi Advertising Services, Miami, had estimated gross income in 1985 of $1,014,000 on billings of $6,525,000. In 1984, it had estimated gross income of $910,000 on billings of $5,840,500.

The agency's 1985 U.S. volume consisted of $4,427,960 in media, $1,325,000 in materials and services and $772,040 in capitalized fees. Its 1984 U.S. volume consisted of $4,128,000 in media, $1,340,500 in materials and services and $372,000 in capitalized fees.

In 1985, the agency gained: American Check; Interdevco/Coral Lakes; Masters Beer; Interfirst Financial Group.

Billings breakdown: Newspapers 15%, magazines 5%, radio 30%, spot tv 30%, outdoor 5%, point of sale 5%, direct mail 10%.

Top exec: Teresa A. Zubizarreta, president. Employes: 12.

Phone: (305) 854-6807.

Zylke & Associates, Northbrook, Ill., reported gross income of $1,640,252 in 1985 on billings of $11,732,338. In 1984, it reported gross income of $1,611,078 on billings of $10,745,890.

The agency's 1985 U.S. volume consisted of $3,723,536 in media, $1,287,723 in materials and services and $6,721,079 in capitalized fees. Its 1984 U.S. volume consisted of $3,471,380 in media, $1,453,889 in materials and services and $5,820,621 in capitalized fees.

In 1985, the agency gained: Angus Chemical; Bee Chemical; Cultour; UNOCAL, Aptech div.

Billings breakdown: Business papers 60%, farm publications 1%, direct mail 20%, other 19%.

Top execs: Ralph B. Zylke, president; Charles H. Puls, exec vp. Employes: 27.

Phone: (312) 498-9300.

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